26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION AUGUST 26, 1957 35¢ PER COPY

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Multi-million tax trouble

The rundown on pay tv

New move against BMI

FIRST AGAIN

IN THE ENTIRE AREA!

ARB has just conducted a survey covering *every single county in the 100-mv. area* of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results:

Out of a weekly total of 490 quarter hours when 2 or more stations were on the air:

WXEX-TV was first in 49%

Out of 130 quarter hours from 7:30 P.M. to signoff:

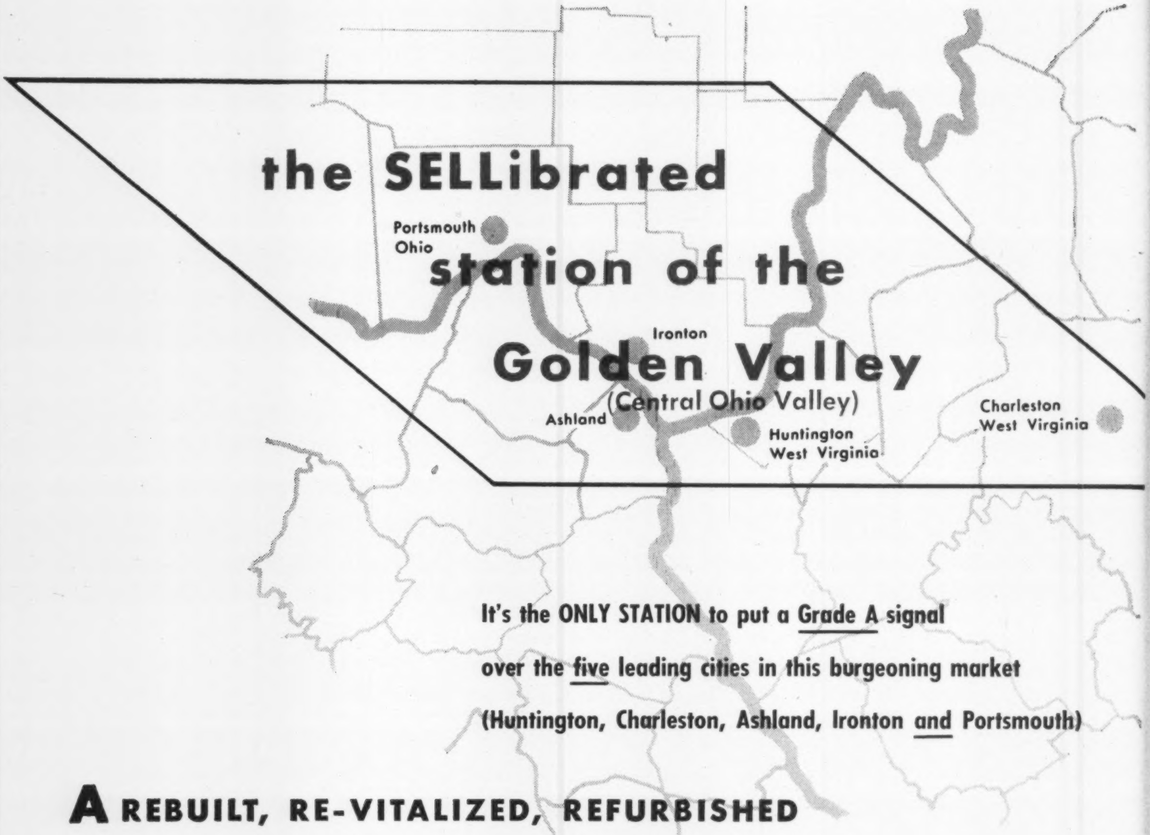
WXEX-TV was first in 60%

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives; **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington;
Forjoe & Co. in Chicago, Los Angeles, San Francisco, Seattle;
Clarke Brown Co. in Atlanta, New Orleans, Miami, Dallas, Denver, Houston

no wonder WHTN-TV is...



the SELLibrated station of the Golden Valley

(Central Ohio Valley)

It's the **ONLY STATION** to put a Grade A signal over the five leading cities in this burgeoning market (Huntington, Charleston, Ashland, Ironton and Portsmouth)

A REBUILT, RE-VITALIZED, REFURBISHED REFRESHED POWERHOUSE....

BUY-POWER stemming from a new tower 1,000 feet above average terrain

PRIME-POWER covering 434,400 TV homes—a newly established loyal listening audience who get a better, brighter picture

SALES-POWER influencing multi-billion dollar retail sales

DOLLAR-POWER because the average cost per thousand is *still* lower than any other station in the area

NO WONDER THERE'S MORE "POWER" TO SELLIBRATE!

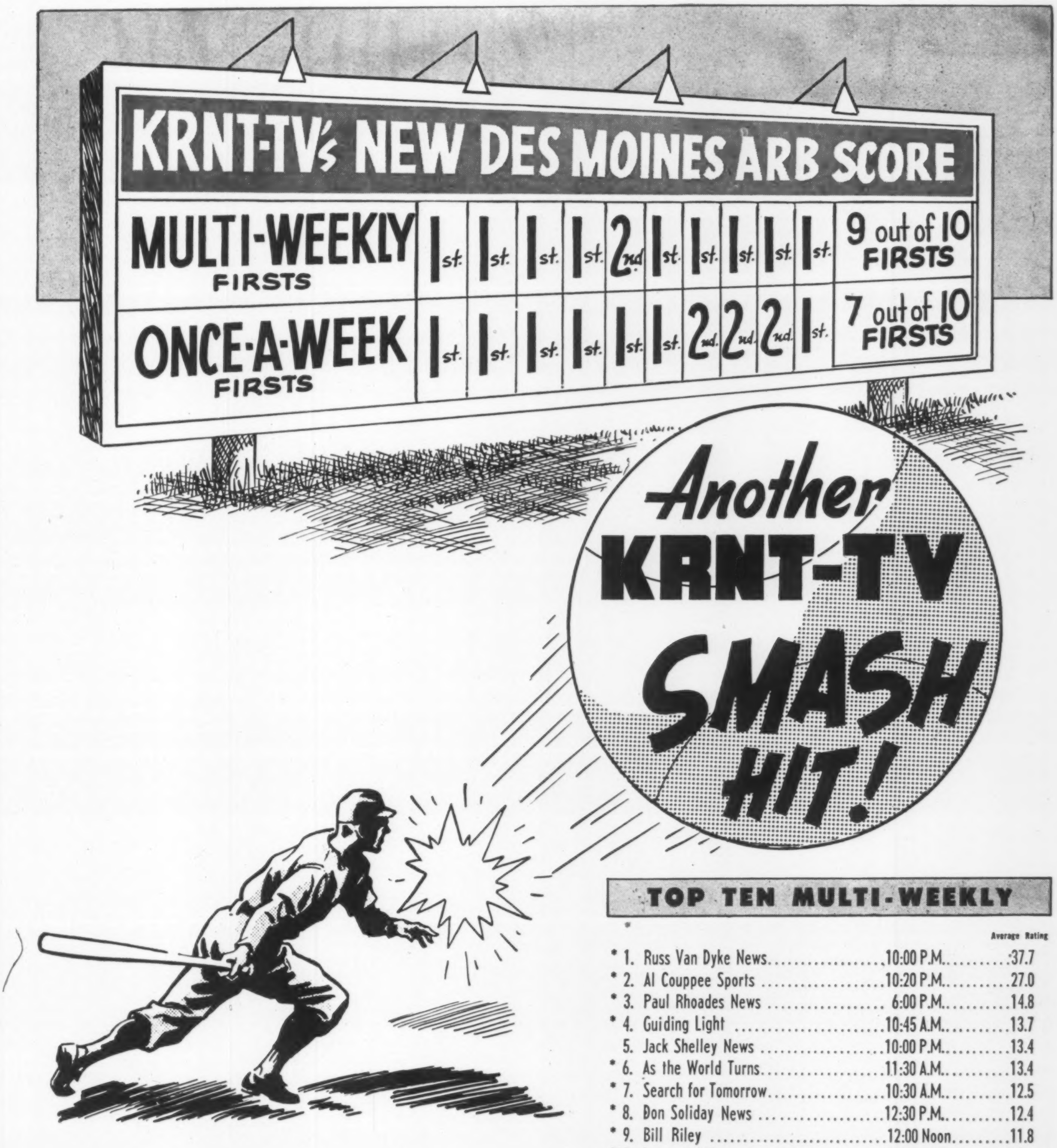
WHTN-TV

CHANNEL 13
HUNTINGTON, WEST VA.
ABC AFFILIATE

A COWLES STATION

Represented by
Edward Petry & Co., Inc.

P
D



KRNT-TV's NEW DES MOINES ARB SCORE

MULTI-WEEKLY FIRSTS	1st.	1st.	1st.	1st.	2nd	1st.	1st.	1st.	1st.	1st.	9 out of 10 FIRSTS
ONCE-A-WEEK FIRSTS	1st.	1st.	1st.	1st.	1st.	1st.	2nd.	2nd.	2nd.	1st.	7 out of 10 FIRSTS

TOP TEN MULTI-WEEKLY

			Average Rating
* 1.	Russ Van Dyke News	10:00 P.M.	37.7
* 2.	Al Couppee Sports	10:20 P.M.	27.0
* 3.	Paul Rhoades News	6:00 P.M.	14.8
* 4.	Guiding Light	10:45 A.M.	13.7
5.	Jack Shelley News	10:00 P.M.	13.4
* 6.	As the World Turns	11:30 A.M.	13.4
* 7.	Search for Tomorrow	10:30 A.M.	12.5
* 8.	Don Soliday News	12:30 P.M.	12.4
* 9.	Bill Riley	12:00 Noon	11.8
*10.	Love of Life	10:15 A.M.	10.8

TOP TEN ONCE-A-WEEK

		Average Rating
* 1.	Gunsmoke	40.0
* 2.	Ed Sullivan	35.5
* 3.	To Tell The Truth	35.4
* 4.	The Lineup	34.0
* 5.	Climax	31.8
* 6.	What's My Line	31.5
7.	Lawrence Welk	28.8
8.	Panic	28.5
9.	Wells Fargo	28.2
*10.	I Love Lucy	28.0

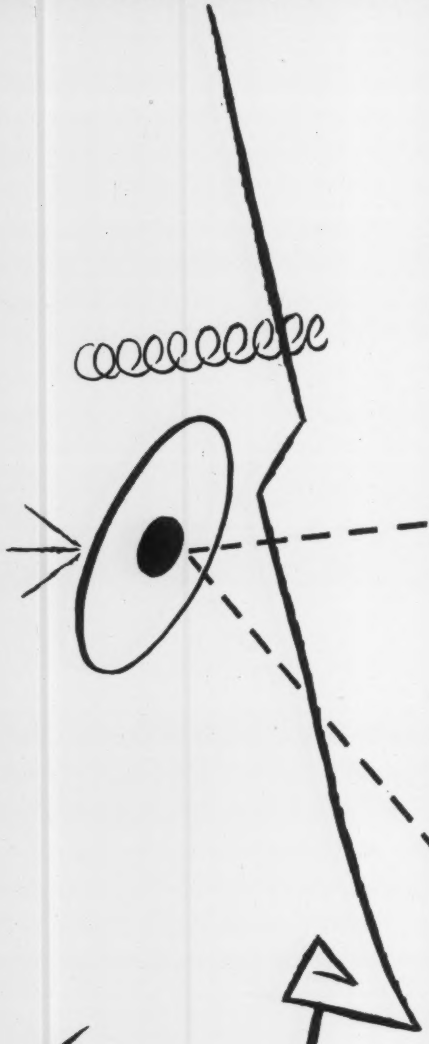
*KRNT-TV

A COWLES OPERATION

KRNT-TV

Full Power Channel 8 In Iowa

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



KRLD-TV

Channel 4 Dallas

PRESENTS THE FIRST 14 OUT OF THE TOP 15 ONCE-A-WEEK PROGRAMS

and in Dallas where four stations compete,

KRLD-TV

has the most viewers......

MORNINGS
(7 A.M.-12 NOON)

AFTERNOONS
(12 NOON-6 P.M.)

EVENINGS
(6 P.M.-12 MIDNIGHT)

seven days a week!

SOURCE: METROPOLITAN DALLAS TELEPULSE REPORT—JUNE, 1957

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

KRLD-TV, telecasting from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD, the only full-time 50,000-watt radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

MUSICAL CHAIRS • Although CBS is moving ahead full-tilt on installation of new ch. 11 facility in St. Louis, conversations were underway last week whereby network might purchase its present affiliate, ch. 4 KWK-TV, for about $4 million for plant and facilities, with ch. 11 earmarked for three competing applicants who lost out in final decision last March. While no official word was forthcoming, either from CBS or KWK principals, it was ascertained that negotiations are in progress and that losing ch. 11 applicants met in Washington Friday in hope of working out parlay that would be without precedent. Subsequent meetings have been scheduled.

B•T

If CBS does purchase ch. 4 KWK-TV (and it's understood it did not initiate proposal), ch. 11 would be slated for three losing applicants, who would merge, or perhaps go to one of them on negotiated basis. Since CBS owns clear channel KMOX, deal would not involve KWK-AM. With three vhf stations now operating in St. Louis, fourth facility would be independent. CBS won ch. 11 over three adversaries: St. Louis Telecasting Inc. (60% owned by St. Louis U.), 220 Television Inc. and Broadcast House Inc., former operator of ch. 36 KSTM-TV East St. Louis. KWK-TV is owned by Robert T. Convey group (28%), Globe-Democrat *(Newhouse newspapers) (23%); KSTP Inc., Minneapolis-St. Paul (23%) and Elzey Roberts, former St. Louis publisher-broadcaster (23%).*

B•T

DEALING FOR KQV • Negotiations were in progress last week for sale of KQV Pittsburgh by Alleghany Broadcasting Co. (Wolf-Reed interests) as required under ch. 4 merger agreement wherein principals in KQV and WCAE (Hearst) join in new tv entity, with WCAE surviving radio operation [B•T, July 29]. Among those reportedly in negotiation are American Broadcasting Network, with price reportedly in $700,000 area. NBC, which has been without radio facility in Pittsburgh since last year, fortnight ago purchased WJAS-AM-FM, subject to FCC approval, for about $725,000 in similar "forced sale" transaction because of ch. 11 merger establishing WIIC (TV), with WWSW (Block interests) surviving radio station. KQV operates on 1410 kc with 5 kw, is CBS affiliate.

B•T

That age-old but in television still-growing practice of bartering may get slap from FCC study group when that body, headed by Dean Roscoe Barrow, turns in its final report. That at least is belief (and hope) of number of barter foes, who base their views (and optimism) on extent of questioning on barter subject that Barrow group has directed toward some broadcasting elements during protracted investigation.

B•T

TOLL TROUBLES • Pay tv with commercials could bring additional headaches to timebuyers, according to executive with agency rating among top handful in radio-tv billing. He sees no end to troubles with buyers dealing with dozen and more different operations individually and without established rate cards as now exist in commercial tv. As for commercial-less toll tv, he feels competitive factor to commercial tv loses its edge because pay-tv'ers will have limited package. Also seen: increased demand on suppliers of film packages, thus driving prices up and swinging tv pendulum back to more quality live productions.

B•T

Majority of members of Senate Commerce Committee feel FCC will not act on on-air toll tv question without Congressional authorization. This was gleaned from nose count at committee meeting fortnight ago when proposal by Sen. Thurmond (D-S.C.), which would have requested FCC not to act, was passed over. It's learned that at least two Senators said they had informal assurances from members of FCC that no action would be taken without authorization of Congress.

B•T

GROWING PAINS • Wired toll tv backers concede there'll be operating problems than can affect whole course of new medium. One of these will center around ways to divvy up kitty among film suppliers at end of month in systems where customers pay for service on monthly flat-fee basis such as $9.50 charge at Bartlesville, Okla. There's fear suppliers will get into hassles over sums paid by wired tv operators for individual films, especially where top-flight shows are presented over closed-circuit system.

B•T

With interest mounting in wired tv, International Telemeter (Paramount) may follow up successful New York demonstrations of its system by showing it to official Washington. Showings were to close last week in New York, with over 1,000 persons having witnessed them, but last-minute decision was made to continue demonstrations through Wednesday of this week.

B•T

CLOSE TO THE CHEST • Sen. George Smathers (D-Fla.), who last Wednesday introduced bill (S. 2834) which would ban direct or indirect ownership in music publishing or in manufacturing or selling of records by any licensed radio or television station, kept his own counsel prior to introducing measure, along with blast on Senate floor (see page 46). Not even his own Senatorial associates who have direct or indirect interest in broadcast stations were aware of his plan, on which hearings probably will be held next session in line with efforts of Song Writers' Protective Assn., made up of ASCAP members, who have been battling BMI on all fronts.

B•T

Regarded as typical of misstatements which have emanated from music fight was comment of Sen. Barry Goldwater (R-Ariz.) in last Wednesday debate wherein he inferred Hoagy Carmichael had not been able to get a song published since BMI started (in 1940). Quick count, it's learned, shows that he has had nearly 60 songs published, several of them in top ten.

B•T

REPORTS PENDING • Staff reports on cigarettes and reducing aids by House committee investigating advertising have been submitted to subcommittee head, Rep. John A. Blatnik (D-Minn.), and await approval by subcommittee and parent Government Operations Committee. With impending end of session, reports may not be considered until Congress reconvenes in January. One recommendation may be strengthened injunctive authority for Federal Trade Commission, to halt claimed false advertising without awaiting completion of long regulatory proceedings. In addition to tranquilizers, already announced as area for future subcommittee investigation, members also may look into sleeping pill claims.

B•T

If anyone thinks Justice Dept. is sleeping on its civil antitrust suits charging number of feature film distributors with block-booking on tv stations [B•T, April 22, et seq.]—well, at least several stations know it's not so. They're being visited by Justice probers asking pointed questions about any purchase they've made that might bear block-booking tinge.

B•T

RECRUITING • Radio Pioneers, comprising 20-year-and-over veterans, is planing expanded operations under its newly-elected president, John F. Patt, president of WJR Detroit. In works is project to change name to "Broadcast Pioneers," to make it all-inclusive, and to pitch for qualified members at various trade meetings in 1957-58 series.

B•T

William R. McAndrew, NBC director of news, will visit all NBC bureaus between October this year and April 1958. On agenda are London, Paris, Berlin, Moscow, Rome, Cairo, Tokyo and Hong Kong.

THE FACTS* **PROVE** IT - READ THEM AND YOU'LL

"PICK

CHANNEL 6" in the OMAHA Market!

***CHANNEL* 6**

- ★ Leads over 3 to 1 — in Quarter-Hour "Firsts" (129 to 40) in the vital 6 p.m. to sign-off period!
- ★ Leads in Quarter-Hour "Firsts" for entire telecast week — 267 to 194!
- ★ Has 12 of the top 15 once-a-week shows!

***Source: MAY 1957 ARB**

WOW-TV *Channel* 6 *Omaha*

CBS TV

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

A *Meredith* Station

IN OMAHA	*it's*	WOW	and	WOW-TV	*represented by* BLAIR-TV, Inc.
IN SYRACUSE	*it's*	WHEN	and	WHEN-TV	*represented by* The KATZ Agency
IN PHOENIX	*it's*	KPHO	and	KPHO-TV	*represented by* The KATZ Agency
IN KANSAS CITY	*it's*	KCMO	and	KCMO-TV	*represented by* The KATZ Agency

* Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

SPECIAL REPORT ON PAY TV

New Entry in the Media Field—Wired toll tv starts next week, posing direct competition for radio and tv audience. A comprehensive roundup of the background, technical gear and potential of this newest member of the communications family. Page **28.**

LEAD STORY

Affiliation Write-offs Ruled Out—Tax ruling today prevents station buyers from claiming depreciation for certain intangible assets gained in purchase, such as network contracts and local and spot contracts. Page **27.**

ADVERTISERS & AGENCIES

Make Room for Topsy—Fletcher D. Richards points to radio-tv activity within agency as chief motivator in west coast merger with Raymond R. Morgan Co. Page **39.**

SRA Upholds "Partnership" Spot Buys—Tv Trade Practices Committee clears campaigns such as precedent-setting General Foods and Bristol-Myers arrangement, where two advertisers share one spot schedule, provided commitments are definite and products acceptable. Page **76.**

Spot Radio Spending Leaps—SRA report shows advertisers bought $97.4 million worth of spot radio time during the first half of 1957, up 37.9% from same period of 1956. Record year looms. Page **77.**

More Tv for Williams—Pharmaceuticals Inc. provides cure for J. B. Williams Co.'s tired corporate blood by acquiring toiletries firm for $3.9 million in stock purchase, expects to up Williams advertising budget from $2 million this year to $5 million next, with 75% in television. Page **39.**

GOVERNMENT

Would Exclude Stations—Sen. Smathers introduces a bill which would amend the Communications Act to prohibit stations and networks from owning stock in music licensing and publishing firms or recording companies. Page **46.**

Tv Broadcasters' Profits in '56: $189.6 Million—FCC releases revenue-expense-income analysis for three tv networks and 474 stations. Page **54.**

Potter Again Hits Pay Tv—Set owners were "virtually promised" that broadcasting would be a free service, Sen. Potter says in attacking pay tv, which, he states, could develop into a "monopolistic practice." Page **54.**

Urges Spectrum Study Group—Rep. Bray makes new appeal for passage of his resolution setting up a three-man commission to study the government's use of the radio spectrum and future demands the military might make for more space. Page **48.**

STATIONS

NTA Buys First Tv Station—Film distributor-producer acquires 75% of stock in KMGM-TV Minneapolis-St. Paul. President Ely Landau says NTA will continue to buy independents at the outset and will acquire full quota permitted by FCC. Page **79.**

NETWORKS

NBC Re-works Radio Rates, Payments—Simplified rate structure establishes single day-night rate for participations, puts nighttime program prices "slightly" below those for daytime periods. New station compensation formula will pay affiliates "at least" as much as they now get and will pay more on increased volume, officials report. Page **68.**

Ream Returns to CBS—Former executive vice president named vice president in charge of Washington office, succeeding the late Ralph W. Hardy. Page **70.**

TRADE ASSNS.

Tv's Impact Has Been Heavy—TvB's "Vision of Television" presentation is offered agencies and advertisers in San Francisco and Los Angeles by President Cash. Page **98.**

OPINION

Junkets for Buyers: Are They Worthwhile?—Leading radio-tv timebuyers tell what they think is good and bad about trips on which stations take them to visit facilities. They find them generally helpful but not necessarily resulting in increased buying on the sponsoring stations. Page **36.**

MR. YOUNG

Don't Try to Hitch-hike on Radio's Resurgence—Russ Young of Russel M. Seeds Co. warns that while radio is great, it's no panacea. He evaluates radio's position in B•T's MONDAY MEMO series. Page **105**.

FILM

Gray Ghosts Gallop—Though unable to find national advertiser sufficiently interested to sponsor *The Gray Ghosts* on network, CBS-TV is cutting wide swath throughout U. S. with first-run syndicated series based on true-life exploits of dashing Civil War cavalryman. Page **74.**

INTERNATIONAL

Scottish Tv Set to Start—Commercial service slated to commence next Saturday from Glasgow. Page **100.**

DEPARTMENTS

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Double take in the Twin Cities

WDGY takes over first place . . .
. . . takes on more and more advertisers, too.

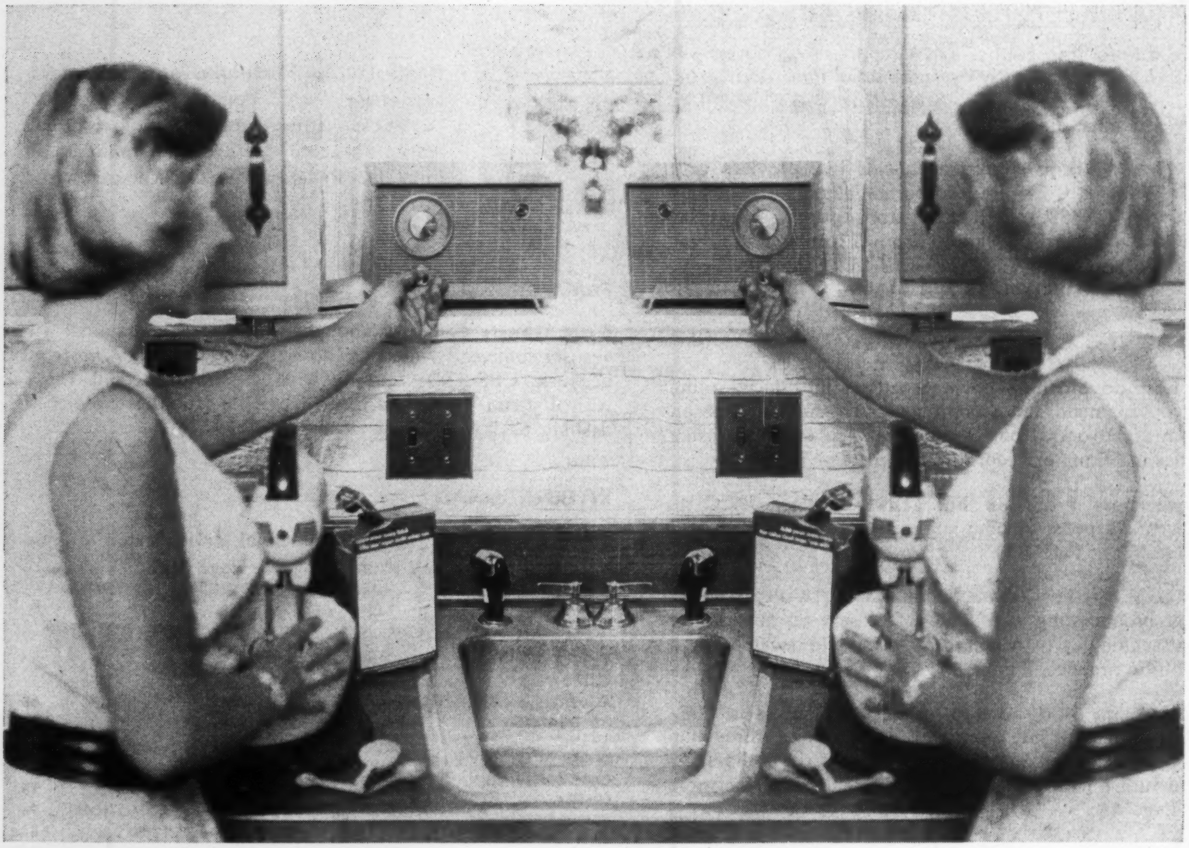
WDGY has taken over first place in Minneapolis-St. Paul. July-August Hooper says it: WDGY has 31.1% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

June Trendex says it: WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Pulse says it: WDGY has 189 first place quarter hours against 128 for next station.

Storz Station programming excitement has overturned radio-listening—and time-buying habits—of a generation. See your Blair man . . . or talk to WDGY General Manager Jack Thayer.

WDGY
50,000 Watts
Minneapolis-St. Paul



STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.
TODD STORZ, PRESIDENT
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

Rockford, Stockton, Charleston Video Sales Consummated Friday

Sale of ch. 13 WREX-TV Rockford, Ill., to Bob Hope, Albert Zugsmith, Martin Gang, James Saphier, Arthur Hogan and Ashley Robison for approximately $3 million consummated late Friday [B•T, June 17]. Selling station, subject to FCC approval, is Greater Rockford Tv Inc. (Bruce R. Gran and WROK Rockford-*Rockford Star* and *Register-Republic)*. Messrs. Hope, Gang and Saphier are majority stockholders of KOA-AM-FM-TV Denver; Mr. Hogan has interests in KULA-AM-TV Honolulu, KVSM San Mateo, Calif., and owns KFOX-AM-FM Long Beach, Calif.; Mr. Zugsmith has interests in KULA-AM-TV, KRKD-AM-FM Los Angeles, KITO San Bernadino, Calif., and KVSM.

KOVR (TV) Stockton, Calif., bought Friday by Hudson Valley Broadcasting Co. for approximately $3.5 million, subject to FCC approval. Hudson Valley owns WCDA (TV) Albany, N. Y., and is controlled by Lowell Thomas, Frank Smith and others. Hudson Valley group also controls WTVD (TV) Durham, N. C., licensed to Durham Television Co. which is to consolidate with Hudson Valley. Ch. 13 KOVR principal owner is H. L. Hoffman, president of Hoffman Radio Co., electronic manufacturer.

Tierney Co. became sole owner of ch. 8 WCHS-TV Charleston W. Va., with Friday purchase of 40% owned by Capital Tv Inc. (Sam G. Rahall and family). Purchase announced by Hawthorne D. Battle, president of Tierney (which owns WCHS), who did not disclose consideration involved. Rahalls also own WQCY (TV) Allentown, Pa. (dark); WNAR Norristown, Pa.; WWNR Beckley, W. Va., and 40% of WFEA Manchester, N. H. Sale is subject to FCC approval.

ATV Buys From AAP

AAP reported Friday that it has sold feature package of Warner Bros. films to Associated Television Network (British commercial tv programmer) in approximately $250,000 deal. Feature package will be first to be programmed on tv in England. Negotiations handled by Lew Grade for ATV, and Norman Katz, director of foreign sales, AAP.

Joint AP Broadcasters Meet Set

Virginia and Chesapeake Associated Press Broadcasters Assns. will meet jointly at Virginia Beach Oct. 6-7 to discuss radio and television newscasting problems. Several North Carolina broadcasters also are expected to attend. Navy Admiral Ira Nunn, expert on guided missle ships, will be principal speaker at closing dinner of joint sessions.

L.A., Pittsburgh, St. Joseph Transfers Filed With FCC

Copley Press Friday asked FCC's permission to sell KCOP (TV) Los Angeles to Bing Crosby, Kenyon Brown and associates for $4 million. Copley declared its total tv assets as of June 1 at $1,596,536, and current assets at $344,943. First quarter profits, as of March 31, were $21,747. Crosby-Brown group declared a net worth of $150,000 and total assets at $4 million (after transaction is approved).

Also Friday, Mr. Brown sought approval for his group (Midland Broadcasting Co.) to sell KFEQ-AM-TV St. Joseph, Mo., to KFEQ Broadcasting Co. (early story, page 80), for almost $1 million after assumption of other obligations. Midland's total assets were listed at $670,401, with earned surplus for year to date of $27,984. KFEQ Broadcasting listed its total assets at $887,678.

Pittsburgh Radio Supply House Inc. Friday filed for FCC approval of sale of WJAS-AM-FM Pittsburgh to NBC for $725,000. As of Aug. 1, the firm's balance sheet showed total assets at $103,377 with profit same date at $33,982. NBC projected total assets as of June 30 were $109,470,696 with total capital stock and reinvested earnings at $75,431,017. Sale of stations [B•T, Aug. 12] was required following merger of Radio Supply House application for ch. 11 Pittsburgh with *Pittsburgh Post Gazette* (WWSW-AM-FM).

Ford to Take Oath Thursday

Frederick W. Ford, confined by U. S. Senate to replace George C. McConnaughey on FCC [B•T, Aug. 12], will take oath of office Thursday afternoon in New Post Office Bldg., Washington, Commission headquarters.

SPOTLIGHTS FLU THREAT

KDKA-TV Pittsburgh tonight (Mon.) will show special, live half-hour show on Asian flu menace. Station claims it is the first tv station to produce a special on the problem. Newscaster Carl Ide will interview Dr. Leroy E. Burney, Surgeon General of the U. S. Public Health Service and three other physicians representing American Medical Assn., U. of Pittsburgh Graduate School of Public Health and Allegheny County Public Health Service. Kines will be made available to all Westinghouse stations as well as 20 educational tv stations in country. Other tv stations can get kines through public relations dept. of U. of Pittsburgh Health Center, Pittsburgh 13.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 36.

PIERCE PREPARES • Pierce's Proprietaries Inc. (Dr. Pierce's Golden Medical Discovery Tonic), Buffalo, understood to be lining up radio spot campaign to break Oct. 20 for 22 weeks. Agency: Emil Mogul Co., N. Y.

EARLY CHRISTMAS SHOPPER • Waring Products Corp., N. Y., for new electric shaver attachment, gearing for Christmas gift season by planning tandem campaign —in four weeks, out four, in two—starting Sept. 29 on eight stations in New York, Philadelphia, Washington and Los Angeles. Anderson & Cairns, N. Y., is agency.

EXTRA FOR EX-LAX • Ex-Lax Inc., Brooklyn, whose campaign on approximately 80 radio stations in 50 markets is due to expire end of September, currently is reviewing campaign with eye towards possible renewal for fourth quarter. Agency is Warwick & Legler, N. Y.

CULLING ALL PROSPECTS • P. Lorillard Co., through Lennen & Newell, N. Y., reportedly negotiating for Tuesday 10:30-11 p.m. period on CBS-TV this fall for one of its cigarette products. Shows being canvassed are understood to include *Playhouse of Mystery*, currently set to start in that period next month, or new Eric Sevareid *Small World* program.

BACK IN TV • American Machinery & Foundry Co., N. Y., former participating sponsor of *Omnibus* few seasons ago and one of participating advertisers in NCAA football tv (for bowling spotters) last fall, will sponsor half-hour film *Bowling Stars*, weekly on Sun., 8:30-9 p.m., on ABC-TV. Sponsorship is for general products which include bowling equipment and tricycles. Fletcher D. Richards Inc., N. Y., is agency.

CLIMBS ON WAGON TRAIN • Lewis Howe Co. (Tums), St. Louis, signed for 13 alternate-week half-hour half-hours of *Wagon Train* (NBC-TV, Wed., 7:30-8:30 p.m.), starting in fall. Agency: Dancer-Fitzgerald-Sample N. Y. with Drackett Co. already set for alternate half-hours, Tums purchase would assure *Wagon Train* of starting season at least one half-sponsored.

RADIO SPOTS IN MAJOR MARKETS • Dow Corning Corp., Midland, Mich., for Syl-Mer fabric finish, placing four-week radio spot campaign in 15 large metropolitan markets Sept. 23. Agency: Anderson & Cairns, N. Y.

at deadline

Agencies in Wholesale Shuffles Helene Curtis Makes Switches

Helene Curtis Industries (multi products), Chicago, resolved agency alignment Friday involving estimated $4.5 million account withdrawn from Earle Ludgin & Co. [B•T, July 29], appointing one new agency and altering business of two others. McCann-Erickson, Chicago, gets Spray Net Hair Spray and Shampoo Plus Egg; Edward H. Weiss & Co., Stopette, and Gordon Best Co., Lentheric's men's line. These products in past represented about $3.3 million in broadcast billings. Weiss already handles Enden Shampoo, Lanolin Discovery, King's Men Toiletries and Tweed Soft Fragrance Shampoo, while Best services Suave Hair Preparation, Creme Rinse and Creme Shampoo, Tweed Hair Spray, and Helene Curtis Lanolin Lotion Shampoo.

In announcing new agency and product realignment, George Factor, Curtis vice president in charge of sales, reported estimated advertising budget of $12 million for 1957 (compared to $10 million last year) and expected sales in excess of $50 million for year. Sales for first six months were up 32.6% with net of $25,879,169, he reported.

Armour Gives Meats to Ayer

Armour & Co., Chicago, switches all meat products from Tatham-Laird Inc., Chicago, to N. W. Ayer & Son, same city, effective Nov. 18. Account represents about $2.5 million in overall billings and about 25% of Armour business, it's understood. Included in switch to Ayer, are smoked meats, sausage, beef, pork, ham, bacon and all canned meats. Ayer already handles lard, shortening, soap, dairy, poultry, margarine and frosted meats. Other agencies in Armour lineup, which bills estimated $10.5 (about $4 million in network-spot tv), remain unchanged. Switch attributed by Armour to decision to concentrate all food advertising in one agency (Ayer).

Lorillard Puts All With L&N

P. Lorillard Co. Friday announced consolidation of its advertising with single agency, Lennen & Newell, N. Y., until now handling only Old Gold cigarettes. Advertising for Kent and Newport brands has been handled by Young & Rubicam. Lorillard advertising budget is about $19 million annually.

Frederick W. Pabst Dies

Frederick W. Pabst, 77, radio pioneer, died Thursday in Palo Alto hospital. He was father of William D. Pabst, general manager of KFRC San Francisco. Two decades ago late Mr. Pabst bought KHJ Los Angeles and KFRC San Francisco to launch Don Lee regional network. He was exclusive Cadillac dealer in California.

C-C Firms in Warm Exchange After Robinson Cancellation

What could develop into slugging match between closed-circuit theatre tv operators broke out over weekend centered on middleweight boxing champion Sugar Ray Robinson's statement that he was calling off his Sept. 23 match with Carmen Basilio in New York (earlier story page 66).

Theatre Network Television President Nathan L. Halpern called for "ethical business practices" in closed-circuit theatre tv industry. He made plea late Friday in lengthy statement obviously directed at TelePrompTer, closed-circuit tv firm with which champion Robinson had wanted to negotiate. TelePrompTer President Irving Kahn, promptly issued rebuttal.

Mr. Halpern charged that at no time in history had network or sponsor made it "a practice to attempt to upset bonafide contracts by entering into side deals with performers." His statement had named TelePrompTer as having figured in news reports on Robinson feud with New York's International Boxing Club, which signed contract with TNT.

TelePrompTer denied any attempt to "upset" bonafide agreements. Mr. Kahn said his firm had made proposal to IBC in good faith at Mr. Robinson's request and that no agreement had been signed by IBC and TNT before Aug. 19, date TelePrompTer attempted to sign fight.

New York State Athletic Commission today (Monday) will take up dispute.

Seven Buy CBS Newsfilm

CBS Newsfilm reported Friday it has added seven new subscribers. Signed for 15-minute, five days weekly package of film and commentary: WIIC (TV) Pittsburgh; WSEE (TV) Erie, Pa.; WFGA-TV Jacksonville, Fla.; WWL-TV New Orleans; WFLA-TV Tampa, Fla., and WHTN-TV Huntington, W. Va. Abroad, Radio Televisora Nacional, Bogota, Colombia, has begun Newsfilm service via air on custom basis.

GRIFFITHS HAS A TAKER

WERI Westerly, R. I., has offered Rep. Martha W. Griffiths (D-Mich.) 30-minutes free time to publicize report by Public Health Service associating lung cancer with smoking. Offer, received Friday by Mrs. Griffiths, was turned over to Dr. Leroy E. Burney, surgeon general, for action. Rep. Griffiths earlier had asked FCC—and then networks— to supply public service time [B•T, Aug 12, 5]. CBS and NBC said they had adequately covered report in regular newscasts.

PEOPLE

LEON H. CAGAN, with ABC Film Syndication Inc. and formerly assistant program director in Rome for Italian Radio Network, named manager of Latin American operations for NBC International Ltd. He will headquarter in Mexico City.

HERBERT J. CUTTING, chief accountant for MBS, named director of administrative services, responsible for personnel, purchasing and similar duties in addition to supervision of accounting staff.

MARION AKINS YEH, formerly with Ogilvy, Benson & Mather and Biow Co., to Kastor, Farrell, Chesley & Clifford, N. Y., to head radio-tv traffic. **JAMES P. BARRETT,** formerly with Lennen & Newell and Benton & Bowles, to account group of Kastor.

JOHN COLE, chief timebuyer at McCann-Erickson Inc., Chicago, for past three years, to Needham, Louis & Brorby Inc., same city, as assistant to broadcast facilities director, Arnold Johnson, effective Sept. 3.

WDAK Circumvents Blackout On Heavyweight Title Bout

Despite ban of promoter Jack Hurley, WDAK Columbus, Ga., carried blow-by-blow account of championship Patterson-Rademacher fight Thursday night (Friday morning in east). Allen M. Woodall, WDAK president, originally planned coverage by conventional land line but this was cancelled along with injunction from promoter to press associations that blow-by-blow could not be delivered to radio or tv. Loser Rademacher was formerly officer at Fort Benning, in WDAK's primary area.

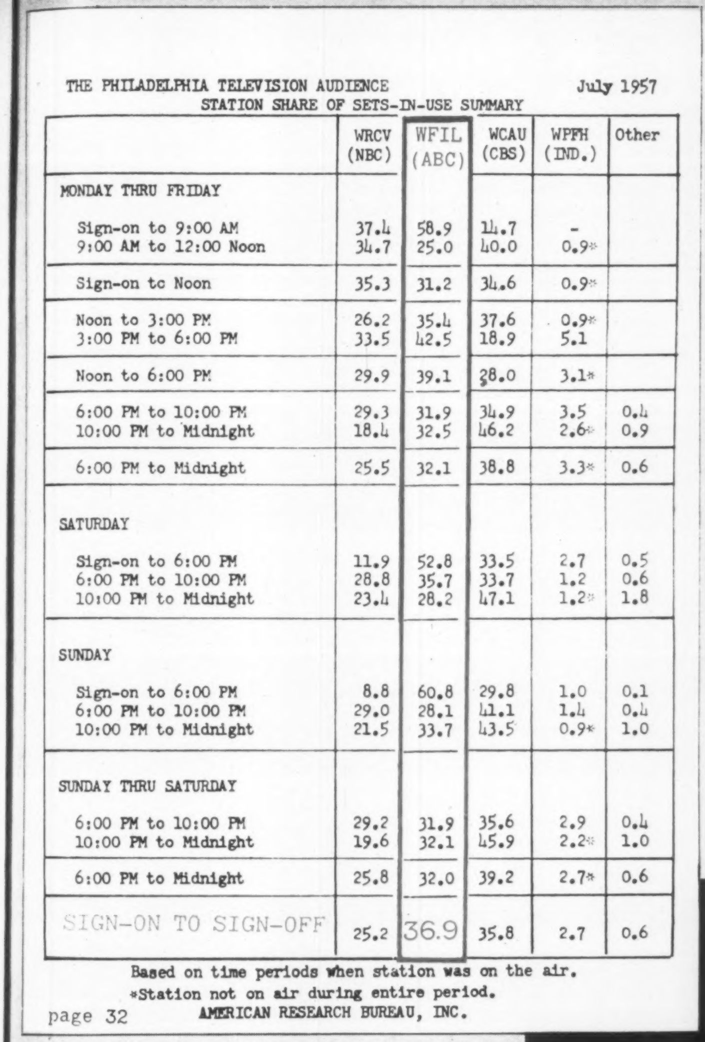
While all details were not disclosed, Mr. Woodall said excellent blow-by-blow was delivered live through beeper long distance from an unnamed sportscaster who witnessed fight from a building outside stadium using binoculars. Program was carried from 1-1:35 a.m. Friday morning local Columbus time. Mr. Woodall said station was flooded with congratulatory calls and one prominent lawyer said he would represent station free if promoter attempted to sue.

Flamingo Appoints Sales Unit

Flamingo Films Inc. Friday announced appointment of newly formed Flamingo Telefilm Sales Inc. to distribute *Country Show, Cowboy G-Men, The Beulah Show, Top Secret,* 96 western features produced by Universal, 135 other features, 16 Superman cartoons and 165 *Telecomics.*

Flamingo Films is stockholder in new firm headed by Herman Rush, president, and Ira Gottlieb, executive vice president, with New York office at 509 Madison Ave. and field offices to be established in Los Angeles, Chicago, Philadelphia and Atlanta.

Mr. Rush formerly was vice president in charge of sales of Official Films Inc. and continues on board of Gold Medal Studios, New York. Mr. Gottlieb has been with Flamingo Films for five years in charge of sales. Flamingo Telefilm Sales in addition to present library is negotiating for rights to other syndicated and national properties.



THE PHILADELPHIA TELEVISION AUDIENCE — July 1957

STATION SHARE OF SETS-IN-USE SUMMARY

	WRCV (NBC)	WFIL (ABC)	WCAU (CBS)	WPFH (IND.)	Other
MONDAY THRU FRIDAY					
Sign-on to 9:00 AM	37.4	58.9	14.7	-	
9:00 AM to 12:00 Noon	34.7	25.0	40.0	0.9*	
Sign-on to Noon	35.3	31.2	34.6	0.9*	
Noon to 3:00 PM	26.2	35.4	37.6	0.9*	
3:00 PM to 6:00 PM	33.5	42.5	18.9	5.1	
Noon to 6:00 PM	29.9	39.1	28.0	3.1*	
6:00 PM to 10:00 PM	29.3	31.9	34.9	3.5	0.4
10:00 PM to Midnight	18.4	32.5	46.2	2.6*	0.9
6:00 PM to Midnight	25.5	32.1	38.8	3.3*	0.6
SATURDAY					
Sign-on to 6:00 PM	11.9	52.8	33.5	2.7	0.5
6:00 PM to 10:00 PM	28.8	35.7	33.7	1.2	0.6
10:00 PM to Midnight	23.4	28.2	47.1	1.2*	1.8
SUNDAY					
Sign-on to 6:00 PM	8.8	60.8	29.8	1.0	0.1
6:00 PM to 10:00 PM	29.0	28.1	41.1	1.4	0.4
10:00 PM to Midnight	21.5	33.7	43.5	0.9*	1.0
SUNDAY THRU SATURDAY					
6:00 PM to 10:00 PM	29.2	31.9	35.6	2.9	0.4
10:00 PM to Midnight	19.6	32.1	45.9	2.2*	1.0
6:00 PM to Midnight	25.8	32.0	39.2	2.7*	0.6
SIGN-ON TO SIGN-OFF	25.2	36.9	35.8	2.7	0.6

Based on time periods when station was on the air.

*Station not on air during entire period.

page 32 AMERICAN RESEARCH BUREAU, INC.

SIGN-ON TO SIGN-OFF 36.9

ARB says WFIL-TV

1ST in PHILADELPHIA

See your BLAIR-TV account executive for Fall and Winter availabilities.

FOLLOW THE LEADER

BUY...

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

abc

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y. / **WHGB-AM**, Harrisburg, Pa.

WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.

Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

There's more to Florida!

Geography has been good to the state, endowing it with a climate ideal for year-round swimming. Geography has also had great influence on the key city of Jacksonville, so situated that it is the distribution center for a vast territory extending well beyond Florida's borders.

There's Georgia, for instance

...much of which looks to Jacksonville for its victuals... and for its viewing. WMBR-TV's 67-county NCS area extends deep into Georgia, encompassing an area which accounts for 18.1% of food sales for the entire state. Plus 28.0% of Florida's total food sales to boot! In sum, WMBR-TV delivers an area that accounts for 23.8% of total food sales for Florida and Georgia combined!

and WMBR-TV, Jacksonville

commands the long-established loyalty of the 300,000 television families in this 67-county area. Throughout the "outside" area, NCS shows WMBR-TV an eleven-to-one favorite over its competition. And within the Jacksonville metropolitan area, the latest ARB proved WMBR-TV was the five-to-one favorite. If you have a product sold in food stores, sell it to almost one-fourth of Florida and Georgia combined, on... Channel 4, Jacksonville—**WMBR-TV**

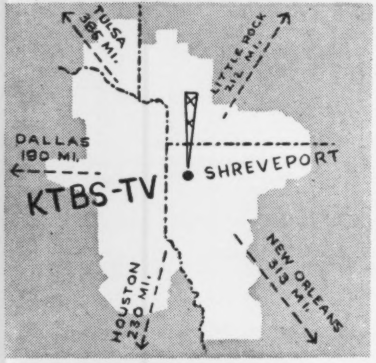
Operated by the Washington Post Broadcast Division

Represented by CBS Television Spot Sales

In Shreveport
ONLY KTBS-TV
OFFERS

Bonus
Coverage

FROM THE HUB OF
THIS 4-STATE AREA



***157,980 Television Homes . . . a BONUS of 13,120 over station B.**

***136,860 homes reached monthly . . . a BONUS of 6,740 over station B.**

***131,870 homes reached weekly . . . a BONUS of 5,120 over station B.**

*Latest Nielsen Survey

KTBS-Tv
CHANNEL 3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

And There's More

EDITOR:

The B•T July 29 issue has a very helpful summary of the toll tv situation as of that time.

I just wanted to say that the wired toll tv activity is of considerable interest to me because I think that this might materially affect the future broadcasting industry, so I am hoping your magazine will continue to give us up-to-date reports on these developments.

Jay W. Wright
Executive Vice President
KSL-AM-TV Salt Lake City, Utah

[EDITOR'S NOTE: And we've gone even further with a comprehensive roundup on the entire subject of closed circuit television in this issue.]

Endorses Clean Selling Tactics

EDITOR:

Your editorial against pernicious selling is great! [B•T, Aug. 12].

Thank you for saying it, and so well.

Robert E. Eastman
President
American Broadcasting Network
New York

[EDITOR'S NOTE: The editorial warned against short-sighted tactics of radio and television in selling against each other.]

Free-Loaders Get Letters

EDITOR:

We have noted with growing concern the amount of promotion material from people who could be classed as legitimate advertisers.

. . . There is a clear-cut line between advertisers we desire to help promotion-wise and others who send us reams of material under the guise of news in an effort to get advertising without paying for it. We use to the best of our ability material from our advertisers but the stuff from the free-loaders goes in the waste basket.

. . . The ridiculous was reached this week when we received so-called "news handouts" from . . . an organization admittedly [formed] to promote independent furniture stores through the media of direct mail and local newspaper advertising, asking radio and television to give it free publicity.

We have recently started a letter campaign to the free-loaders indicating that we think a paid advertising campaign for their product could be well handled by our organization.

George Comte
Manager of Radio & Tv
WTMJ-AM-TV Milwaukee, Wis.

Earlier Man-on-Street

EDITOR:

Continuing on the subject of an original man-on-the-street program [OPEN MIKE, Aug. 12], perhaps I can be of some help.

The day after election of Franklin D. Roosevelt (November 1932), I left KFJB of Marshalltown, Iowa, for Ottumwa, Iowa, where I joined the *Des Moines Register-Tribune* station. The call letters I've forgotten but not their man-on-the-street program, which, as I recall, was titled, *The Inquiring Announcer*.

This program, originating from downtown Ottumwa, had been established for some time when I took it over. Phil Hoffman, now in Minneapolis, was manager of the station at that time.

In all modesty, let me state that it was a very hot program in those days—and was so already when I started handling the mike!

A. E. Mickel
Sales Manager
KOB Albuquerque, N. M.

Model at Seven

EDITOR:

The little girl [in the picture] is Carolyn Carino, 7, daughter of Larry Carino, manager of KTNT-TV. She is the model in our magazine ads.

When we decided to run an ad plugging our kids' show, we thought long and hard about where to get a suitable youngster as a model. Of course, like so many things that are obvious, we overlooked the perfect type which was right under our nose.

Incidentally, the model's fee was one chocolate ice cream soda.

Robert Lyte
Promotion Manager
KTNT-TV Seattle-Tacoma, Wash.

Help for an Agency Man

EDITOR:

I would appreciate a copy of the P&G story in your June 3 issue and references pertaining to the saturation of tv commercials.

Jim Wahl
Holst & Male Inc.
(formerly Male Agency Ltd.)
Honolulu, Hawaii

[EDITOR'S NOTE—Requested reprints enroute.]

Exercises His Prerogative, Too

EDITOR:

Your reviewer has expressed his opinion of *American Bandstand* [B•T, IN REVIEW, Aug. 12] which is the prerogative of every

WFRV TV

GREEN BAY

more than a third of the state's population, 25 of its counties and 10 of the principal cities.

BASIC ABC NETWORK, SELECTED CBS

ASK HEADLEY-REED TV

CHANNEL 5

Serving the famous Industrial Cities of the Fox River Valley and Eastern Wisconsin

in Houston
the turn is to
13

In Houston the turn is to 13 because we think television is more than old movies or new ones ...more than just riding the network! The Best Network, movies and local "live" everyday makes

HOUSTON'S BEST BUY
KTRK-TV
CHANNEL 13

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York

OPEN MIKE CONTINUED

American to express opinions. Exercising the same prerogative I disagree entirely with his opinion and I would like to suggest that he might do well to stick to the facts.

This whole business of ours is so saturated with ratingitis and audience analysis, etc., that he would do well to pay attention to some of the facts having to do with audience context as discovered by Messrs. Nielsen, ARB and The Pulse and stick to the facts rather than formulating personal opinions which look ridiculous in the light of the facts.

Roger W. Clipp
General Manager
WFIL-AM-FM-TV Philadelphia, Pa.

Two Tips of The Hat

EDITOR:

An article on "How to Start a Radio Station" . . . appeared in a 1956 edition [B•T, May 14, 1956].

Since we missed same, would certainly appreciate two reprints.

Accept our sincere appreciation for your publication. I personally have been in the radio broadcast field since 1937. Naturally, I have seen many changes even during the war years when I was on active duty and all of theim faithfully reported by your magazine.

There is no doubt that radio will continue to push ever forward and be the real bargain media leader. I have no doubt that B•T will keep pace and faithfully report radio's progress.

Gless Connoy
KUIK Hillsboro, Ore.

EDITOR:

As one of my first official acts in my new position in the promotion department here at KGGM-AM-TV, I would like to express my personal gratitude, along with that of the entire staff and management of KGGM, for the fine job you people are doing in keeping every interested person posted on the latest trends and developments in this varied and fascinating profession of ours.

I realize you think of yourself as only doing your job, although it is a big one. We believe it is a great benefit to everyone interested in the improvement and expansion of our industry. Keep up the good work.

J. L. Laramore
KGGM-AM-TV Albuquerque, N. M.

MILESTONES

► WWJ Detroit celebrated 37 years of broadcasting Aug. 20.

► *MA PERKINS,* daytime serial on CBS Radio, entered its 25th year of broadcasting Aug. 14.

► PAT DUNN marks his 25th year with WDAF Kansas City, Mo., Sept. 3 and celebrates his silver anniversary as star of the program, *Pat Dunn Sings.*

► C. A. ROWLAND celebrated 1000th broadcast of his weekly religious show on WGAU-AM-FM Athens, Ga.

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TELECASTING

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*Reg. U. S. Patent Office

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Meet Bob McConnell

Experienced broadcaster . . . with a flair for programming and sales . . . tempered by sound business judgment . . . highly respected throughout the industry . . . Bob helped build WISH-TV.

A Hoosier . . . native to Indianapolis . . . a leader in his community . . . Bob McConnell knows the people WISH-TV serves and how best to reach them.

Bob is one of the important reasons why WISH-TV dominates the nation's 14th television market and consistently has more viewers in Indianapolis than all other stations *combined*.* Let Bob and WISH-TV help you in Indianapolis. Represented by Bolling.

*Total week (ARB 7/57, NSI Area 6/57, Telepulse 4/57.)

WISH-TV
INDIANAPOLIS

A CORINTHIAN STATION *Responsibility in Broadcasting*

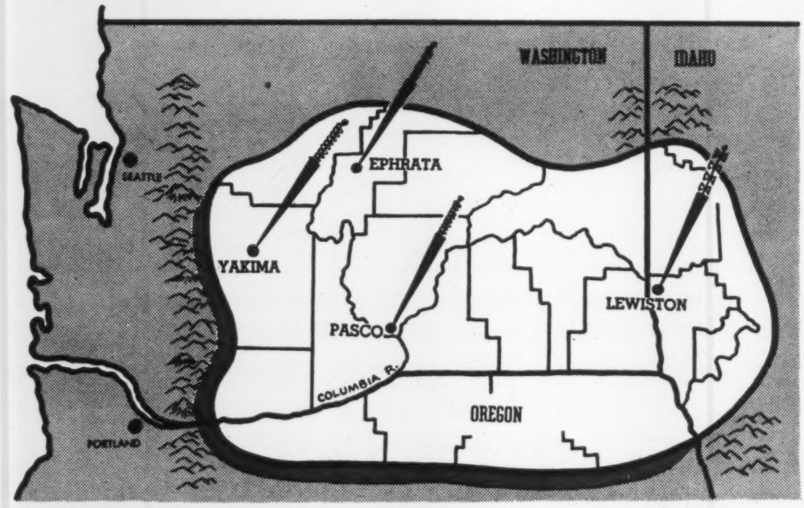
KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

If I've Told You Once, I've Told You a Thousand Times, Smidley!

1
KIMA-TV
Yakima

2
KEPR-TV
Pasco
3
KLEW-TV
Lewiston
4
KBAS-TV
Ephrata

We can't afford to skip Cascade. It's the biggest TV buy in the West and let's not forget it, man! It's BIG and it's BASIC—one of the top 75 markets in the entire nation. A four-station network with three-state coverage. An exclusive TV market of more than half a million with nearly a BILLION dollars to spend annually. Now really, Smidley, isn't it obvious?



CASCADE
BROADCASTING COMPANY

NATIONAL REP.: WEED TELEVISION
PACIFIC NORTHWEST: MOORE & ASSOCIATES

HOTEL COSMOPOLITAN

Soap opera has gone sophisticated in CBS-TV's new noon-time quarter-hour. There were no "our gal," "just plain" or family-down-the-street types in the opener of *Hotel Cosmopolitan*. This series promises to be more of a latter-day *Decameron* or *Canterbury Tales*, populated by blasé transients and narrator Donald Woods, the Manhattan hotel's "permanent guest."

It looks like a refreshing device for the old five-a-week. Characters introduced in the opener, credibly developed and acted, were engaging enough to tempt one back the next noon. Overlooking a couple of unnecessary plugs for CBS Radio and Mr. Woods, the writing generally was good. The author managed an amusing O. Henry ending for the first segment while leaving his story open for development in the ensuing programs.

Visually, *Hotel Cosmopolitan* didn't quite live up to Mr. Woods' description of Riviera "elegance," and some close-ups were crowded, but the picture was passable for the most part. Aurally, the new show has the organ, for no self-respecting day drama is without its organ effects. But these are mitigated in *Hotel Cosmopolitan* by addition of a piano, which brightens the sound of the former.

Whether the "middle majority" viewer [B•T, April 29] will welcome *Hotel Cosmopolitan* remains to be seen. The middle majority lady is the one who likes radio soap opera, which, some say, serves a morality-

COLORCASTING

The Next 10 Days
of Network Color Shows
(All times EDT)

CBS-TV

Colorcasting schedule cancelled for summer.

NBC-TV

Aug. 26-30, Sept. 2-4 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

Aug. 26-30, Sept. 2, 3 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Aug. 26, Sept. 2 (9:30-10 p.m.) *Arthur Murray Party*, Bristol-Myers through Young & Rubicam.

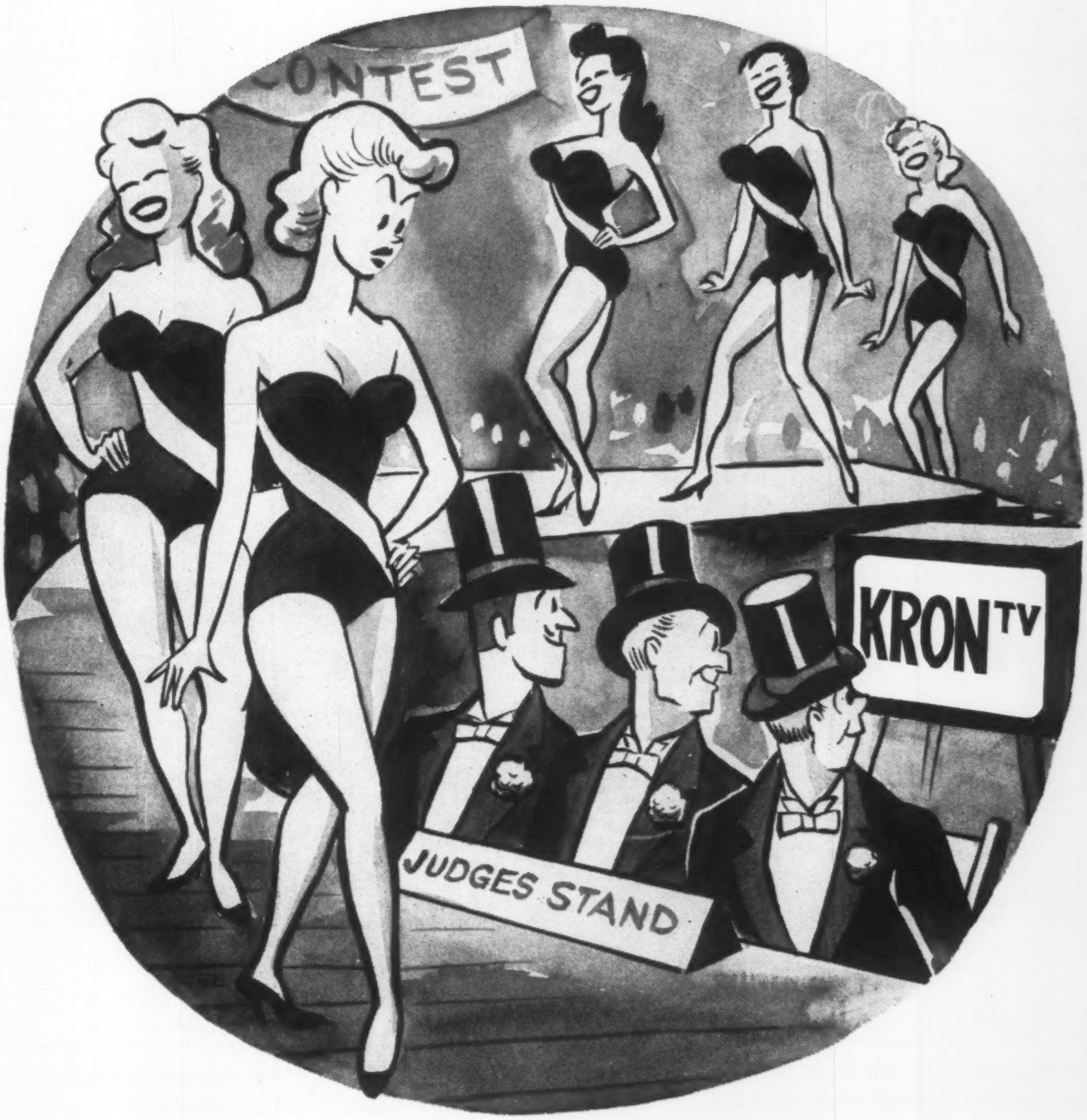
Aug. 28, Sept. 4 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Aug. 31 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors.

Sept. 1 (4:30-5 p.m.) *Zoo Parade*, sustaining.

Sept. 1 (9-10 p.m.) *Alcoa Hour*, Aluminum Corp. of America through Fuller & Smith & Ross.

KRON is TV in SF


CONTEST
KRON TV
JUDGES STAND

San Franciscans are sold on KRON-TV

COMING
"GIANT MOVIES"
GET AVAILS NOW

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

Know Charlotte by the company it keeps

Charlotte turns sales outside in. City retail sales of $300 million plus put Charlotte in company with many first fifty* markets. Mark Charlotte for a "Class A" appropriation. Only then can you use the radio station that exceeds its next Charlotte competitor in audience by 894.9% (NCS #2).

*Standard Metropolitan Area Population

Retail Sales, Sales Management, 1957

New Haven, $296,201,000 • Charlotte, $313,341,000 • Norfolk, $362,698,000 • Tampa, $370,794,000

Represented Nationally by CBS Radio Spot Sales

WBT Radio

CHARLOTTE, N. C.

JEFFERSON STANDARD
BROADCASTING COMPANY

BANK OF CHARLOTTE
91
Coca-Cola
HANOVER SHOES
RICHARD'S

play function. It's too soon to say whether *Hotel Cosmopolitan* will provide this traditional value. Better than that, the series seems to function as entertainment; a virtue not always found in morality plays.

Production costs: Approximately $2,850.
Sponsors (participating): Standard Brands (through J. Walter Thompson Co.), Wesson Oil (Fitzgerald Adv.), Toni (Tatham-Laird), Atlantis Sales Corp. (J. Walter Thompson).
Telecast on CBS-TV, Mon.-Fri., 12-12:15 p.m. EDT. Started Aug. 19.
Writer: Harold Gast.
Director: John Desmond.
Producer: Roy Winsor.

FACE TO FACE

A half-hour with CBS Radio's new *Face to Face* program is similar to listening in on the party line over which Myrtle reveals her innermost thoughts ranging from motherhood to the importance of reaching people. Michael Todd, we find, believes in motherhood, feels he is a member of the "community" (that means the world, he says), and he wants to help people.

This is the Mike Todd, whose current fame in showbusiness is predicated on a success with the film, "Around The World in Eighty Days" and a marriage to screen star Elizabeth Taylor. On the premiere program, which originated at Mr. Todd's Park Ave. apartment, Mr. Todd proved quite voluble in conversing with interviewer Arnold Michaelis, a former executive with Columbia records. Mr. Michaelis, who has produced and conducted for platter sale some conversation pieces with prominent people, also has been associated with such broadcast shows as *Invitation to Learning* and *Of Men and Books.*

To keep the program moving—and it did so with startling rapidity, Mr. Michaelis read quotes about Mr. Todd from Damon Runyon, George Jean Nathan and *Time* magazine. Mr. Michaelis, however, does not digress into the introspections that personalities in the news must practice before Mike Wallace on his tv show. Rather, his (Michaelis) is a guiding hand.

Mr. Todd delivered countless philosophies, some homespun, others coated with the oddity of showbusiness, and most along the lines of being against sin and for virtue. A former pitchman, Mr. Todd got in his pitch that, after all, he's no different than anybody else, in itself probably a truism, though he has few peers among showmen.

It obviously is not easy to project a personality through voice—only Mr. Michaelis has made an art of conversation and one does get an insight from what is said and how. In addition, Mr. Michaelis is producing his shows live and from the personality's home, something radio can do with much more ease than tv. That, in itself, should keep format informal, easing the conversation and assuring even more entertaining programs in the future.

Production Costs: Approximately $5,000.
Broadcast sustaining on CBS Radio, Wed., 9:30-10 p.m. EDT. Started Aug. 21.
Producer-director: Paul Roberts
Program associate: Stanford M. Merkinn

IN PUBLIC INTEREST

'Back to School' for WLWD (TV)

School started early this year for WLWD (TV) Dayton, Ohio, when it began airing announcements and programs Aug. 15 to inform the community of the problems involved when children return to school. Safety announcements from local police and spot reminders to observe traffic rules, aired by Dayton school children and NBC's Dave Garroway, are part of the "Back to School" campaign. A program series will include, among others, a Sunday morning show demonstrating the various steps in getting a child ready for school, with doctors, dentists, psychologists playing themselves, and also the work necessary in preparing the school for the child.

WCEF Looks Into Vaccine Program

WCEF Parkersburg, W. Va., went into action when a listener informed the station's news department of a questionable practice existing in the distribution of polio vaccine shots. The practice entailed charges for shots by the County Board of Health to persons eligible to receive them free under the existing State Health Control system. The station, after questioning the county board, discovered that a letter from an individual's doctor, stating that he was unable to pay, had to be shown before he could have the free shot. Further investigation at the state capital resulted in a clarification of the program and persons financially unable to pay for the shot now can obtain it without a doctor's statement.

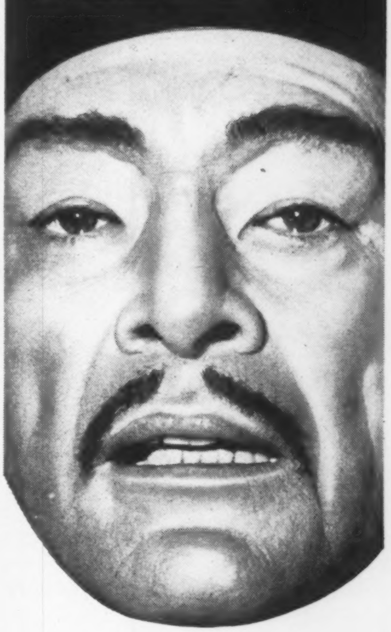
WDGY Boosts 'Operation Flaglift'

In cooperation with the Minnesota Junior Chamber of Commerce, WDGY Minneapolis-St. Paul is boosting a campaign to place an American flag in every home and business establishment in the state by Labor Day. WDGY is making announcements urging listeners to support the project and is also taking care of all requests for flag kits in the campaign. One objective of "Operation Flaglift," according to WDGY General Manager Jack Thayer and Jaycee Chairman Leonard Brooks, is to make Minneapolis and St. Paul the "Cities of Flags."

WLBR-AM-TV Hold 'Hotelathon'

WLBR-TV Lancaster, Pa., in cooperation with the Lebanon County Chamber of Commerce, aired a telecast Aug. 12, to boost a campaign to build a million dollar hotel for the city. The station turned its studios and parking lot into a banquet area for about 150 workers who were making solicitations for the drive, and after a buffet supper, entertainment was provided by local performers, including three bands and a 30-voice chorus from the Bethelehem Steel Co. The main purpose of the program, simulcast in its second hour on WLBR, was to acquaint area residents with the progress of the campaign and to encourage greater participation.

NEW
CHARLIE
CHAN
SELLS!



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

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WTVJ is
your

Dominant

sales medium
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S. Florida

See your Peters,
Griffin, Woodward
Colonel now for Fall
availabilities

CBS
TELEVISION
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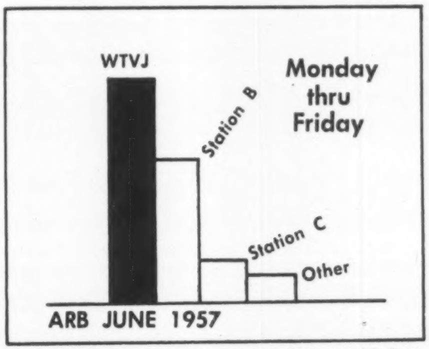
Basic Affiliate

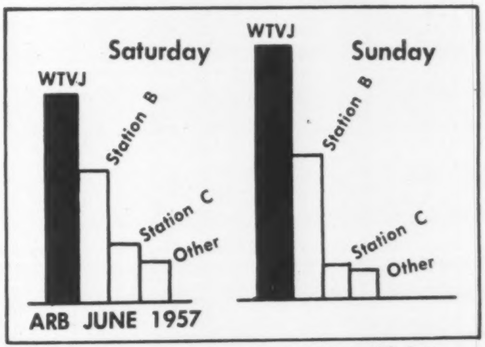
Florida's

WEEKDAYS



Station share of Audience • 6 P.M. to 10 P.M.

WEEKENDS



Station share of Audience • 6 P.M. to 10 P.M.

During June 1957 WTVJ Captured 339 (67.7%) of the total of 501 quarter-hour "firsts"

. . . and remember, in the competitive South Florida market which includes 3 newspapers, 11 radio stations and 4 television stations, WTVJ is the only medium giving complete total coverage of the 15 county area.

a's First Television Station

SERVING 416,000 FAMILIES
• 1,400,000 PERSONS

WTVJ
Channel 4
MIAMI

KBIG goes to sea!

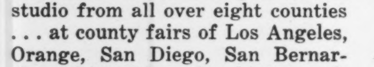
WORLD'S TALLEST and now its first sea-going disc jockey is KBIG's 6-foot-10 Carl Bailey, here broadcasting his daily 4½-hour "CATALINA CRUISE" from the *S. S. Catalina* as she plies the Pacific between Los Angeles and Avalon.

JULY 22 *LIFE*, picturing Commodore* Bailey as he mixes music with vignettes of Los Angeles' teeming harbor and interviews with the more colorful of 3800 passengers a day, commented on "getting more of radio's increasing audience into the act". For KBIG, the ship broadcasts climax a two-year buildup to take radio to the people.

BAILEY'S DRY-LAND BUDDIES originate via Volkswagen mobile studio from all over eight counties . . . at county fairs of Los Angeles, Orange, San Diego, San Bernardino, Riverside; the big crowd-drawers at Los Angeles Pan-Pacific Auditorium—Home Show, Sportsmen's Show, Do-It-Yourself Show; openings of supermarkets, super-furniture stores, even a shoe-permarket!

IT ALL ADDS UP to surrounding KBIG memory-music-and-news staples with continually new and exciting settings. Meanwhile KBIG personalities sure shake a lot of hands!

**Duly commissioned by Los Angeles Board of Harbor Commissioners.*


KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Charles Wrede Petersmeyer

Several months ago, C. Wrede Petersmeyer, a partner of J. H. Whitney & Co. and recently-elected president of Corinthian Broadcasting Corp., Whitney's service organization for its broadcast properties, was invited to play golf in Washington with several influential broadcast industry people, including several FCC commissioners. Mr. Petersmeyer accepted the bid with some trepidation. So did his 10 Whitney partners who knew too well of their colleague's 20-stroke handicap and feared for the worst. Their fears were unfounded. Their man shot a natural 84, winning both trophy and tournament. The Petersmeyer dictum: "If the situation calls for it, I'll be a golfer. . ."

The dictum apparently has been in force for a long time. A tall (6′ 2″) sandy-haired and intensely-serious man of 38, whose soft manner of speaking belies the almost-frantic activity in whatever he happens to be occupied—(his wife once remarked that she was spending her life "in his wake")—Mr. Petersmeyer became a broadcaster much as the man who came to dinner joined the family. On May 13, 1954, having spent several months touring the U. S. and studying radio-tv station management, then having negotiated the purchase of KOTV (TV) Tulsa, he went out to Tulsa for "a few months" to oversee the station's transfer from Wrather-Alvarez Inc. to Whitney & Co. The situation, according to Mr. Petersmeyer: KOTV represented his firm's first broadcast acquisition (its properties now are valued in excess of $20 million, include four tv and two radio stations), for which he felt personally responsible; furthermore, Tulsa was changing from a single-station (KOTV only) to a three-station, "highly competitive" market; capital improvements were needed; management needed bolstering—clearly a situation that "called for it." Result: Mr. Petersmeyer moved to Tulsa bag and baggage and became a broadcaster. "I felt," he recalls, "that if Whitney were to become a real factor in the industry, it had to thoroughly understand tv at the local level and certainly Whitney could go no further if KOTV did not work out well. I had no alternative but to stay. . . ."

Whitney's confidence in radio-tv and its affirmation of trust in Mr. Petersmeyer have paid handsome dividends for both: When he left Tulsa to take over Corinthian, he had behind him three years as president and general manager of a major league station, and had left KOTV "still unmistakably the leader in Tulsa tv."

An "incurable optimist," Wrede Petersmeyer thought it still possible as late as 1955 to pull together for Whitney a group of stations in major markets, and by doing so proved a number of industry skeptics wrong and made Whitney 100% owner of WISH-AM-TV Indianapolis and WANE-AM-TV Ft. Wayne (as well as KOTV [TV] Tulsa), and 90% owner of KGUL-TV Galveston. As president of the Tulsa, Indianapolis and Ft. Wayne stations (and executive committee chairman of KGUL-TV), not to mention head of Corinthian, Mr. Petersmeyer has taken on a job few would envy him: to give maximum autonomy to local management without surrendering the prerogatives of his partners and himself and to pull together the Corinthian stations into a thoroughly-integrated, cohesive unit. How this will be done has been chronicled here earlier [B•T, April 29], but whatever will be done merely reflects two of his major beliefs: (a) that broadcasting is basically a local business and (b) that the exchange of ideas is a "must" in multiple-station operation.

Born in Los Angeles in 1919, Mr. Petersmeyer worked his way through the U. of California (BA Economics '41, Phi Beta Kappa, Delta Kappa Epsilon) and the Harvard Business School (MBA '43, with high distinction and Baker scholar). During World War II, he served both here and in the Pacific as a logistics officer specialist and after discharge in 1946 joined the management consultant firm of McKinsey & Co. in New York. The following year, he was hired by Whitney, a private investment firm whose primary purpose then, as now, is providing equity capital for America's "growth industries." Among other activities, he headed for his firm in 1951 six pioneer community tv antenna companies, and from there, says Mr. Petersmeyer, "it was but a short step into commercial tv" three years later.

Although at the outset he became a broadcaster by necessity, Mr. Petersmeyer now looks upon his job as "the most exciting challenge I could imagine." Comments Whitney partner Robertson D. Ward: "Wrede is in love with radio-tv; he eats, sleeps, breathes it. It's his whole life." Not quite "whole," though; a good chunk of his life seems to be allocated to "public service." While in Tulsa, he was a director of the Salvation Army, a director and vice president of Tulsa Opera Inc., a director of the Chamber of Commerce and a Rotarian—just to mention some of his outside interests. Currently, he serves on the Tv Board of NARTB and TvB's research committee. He lives in Bronxville, N. Y., with his wife, the former Frances Gregg whom he married in 1944; three youngsters, Susan (10), Gregg (8), Nancy (3) and "assorted household pets."

When you speak of

WKMH

you speak of the

SUPERLATIVE

(with exclamation points!!!!)

Listening Audience . . the **GREATEST***

Cost per Thousand . . . . the **LOWEST***

News, Music and Sports . . the **MOST**

*According to Pulse . . . greatest share of DETROIT audience, 12 to 12

. . . and lowest cost per thousand at all hours!

WK MH
RADIO HUB OF
THE MOTOR CITY

SAVE UP TO 15%

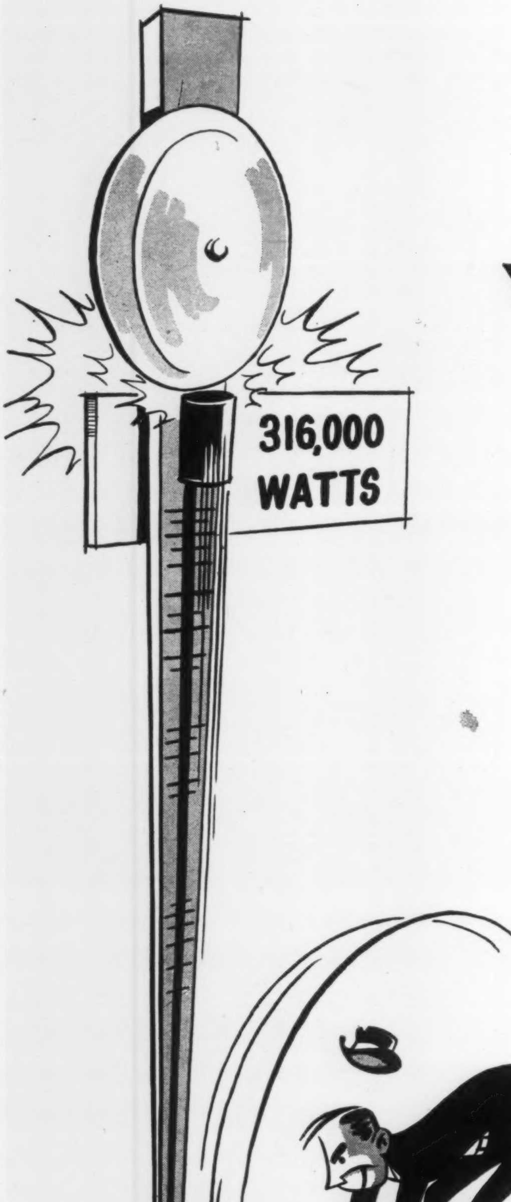
BY USING 2 OR MORE KNORR STATIONS

Buy 4 or 5 Stations......**SAVE 15%**
Buy Any 3 Stations......**SAVE 10%**
Buy Any 2 Stations......**SAVE 5%**

WKMH	**WKMF**	**WKHM**	**WELL**	**WSAM**
Dearborn—Detroit	Flint, Mich.	Jackson B'cast. & Telev. Corp. Jackson, Mich.	Southern Mich. Broadcasters Battle Creek, Mich.	Saginaw, Mich.

KNORR BROADCASTING CORP.

FRED A. KNORR, PRES.
Represented by HEADLEY REED



You 'Ring the Bell' with

KTHV

Channel 11
LITTLE ROCK

KTHV's 316,000 watts carry our programs to *most* of Arkansas. But *maximum power* is only one of *eight* reasons why KTHV is your best television buy in this State!

The other seven:

1. *Over 240,000 TV Homes*
2. *CBS Affiliation*
3. *Channel 11*
4. *Highest Antenna in Central South (1756' above average terrain!)*
5. *Center-of-State Location*
6. *Superb New Studios*
7. *Know-How Management*

Your Branham man has *all* the details. Ask him!

CBS **316,000 Watts .... Channel** 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 53, No. 9 AUGUST 26, 1957

AFFILIATION WRITE-OFFS RULED OUT

• Tax ruling may cost millions, could depress station market
• Westinghouse is first victim, other major sales may be hit

THE multi-million dollar business in the trading of tv properties faces a sobering prospect today (Monday) in a ruling by the U. S. tax collector which would deny buyers the opportunity to depreciate certain intangible assets they gained in the purchase, specifically network affiliation contracts and local and spot advertising contracts.

If upheld in the courts, the ruling is certain to:

- Cost broadcasters millions by disallowing major tax deductions.
- Have a depressing effect on future broadcast sales.

First to feel the sting is Westinghouse Broadcasting Co., whose $8.5 million buy of Philco's WPTZ (TV) Philadelphia in 1953 is the subject (though not specified as such) of the Internal Revenue Service ruling. Westinghouse had attributed $5 million of that purchase to the NBC-TV affiliation there, and sought to write off the amount over five years. Now, unless it secures a reversal of the ruling on appeal, it's out of luck.

Although WBC is the first, it isn't likely to be the last. Parallel situations are understood to exist in a number of major station sales during the last three years (sales before that time would be protected by the statute of limitations). Among those which may be affected are Time Inc., the Washington Post Co., Corinthian Broadcasting Corp. (J. H. Whitney subsidiary) and Transcontinent Television Co. At least two of those companies were prepared to file pleadings with Internal Revenue opposing the indicated ruling, as first published in B•T April 29, on the ground that while the problem raised is not common in the broadcasting field, it nevertheless is not a problem of a single company (Westinghouse).

[See end of story for B•T tabulation of station sales in the past three years which have exceeded $1 million. It is not known which of them may involve depreciation claims similar to the WBC case.]

WBC bases its claim to the tax depreciation on prior IRS and court rulings. One of the precedents was its own: When WBC bought KEX Portland Ore., for $400,000 in 1944, the Blue Network affiliation was valued at $187,500 and was permitted to be written off in five years. Similar depreciations have been approved in other cases, although none have approached the $5 million involved in the Philadelphia case.

Key to the issue is whether a limited period of useful life can be ascribed to an affiliation contract. Westinghouse and other broadcasters maintain that it can; Internal Revenue says no. The question of depreciating intangible assets is covered in Sec. 1.167 (a)-3 of the Income Tax Regulations, which reads as follows:

Intangibles: If an intangible asset is known from experience or other factors to be of use in the business or in the production of income for only a limited period, the length of which can be estimated with reasonable accuracy, such an intangible asset may be the subject of a depreciation allowance. Examples are patents and copyrights. An intangible asset, the useful life of which is not limited, is not subject to the allowance for depreciation. No allowance will be permitted merely because, in the unsupported opinion of the taxpayer, the intangible asset has a limited useful life. No deduction for depreciation is allowable with respect to good-will. . . .

• SIGNIFICANT OMISSION

While today's ruling holds that the requirements of that section are not met by the circumstances of an affiliation contract, it significantly does not rule on two other elements of broadcast negotiations which conceivably may arise. According to IRS: "No opinion is expressed (1) whether any portion of the excess of the purchase price of the broadcasting station over the value of the tangible assets is properly allocable to the network affiliation contract or (2) whether a taxpayer sustains a deductible loss upon termination or cancellation of a network affiliation contract where it continues in the broadcasting business."

To illustrate its ruling IRS set up a dummy broadcast transaction in which the buyer pays 6x dollars for a station and ascribes 1x dollars to the physical assets, 1x dollars to good will, 1x dollars to the local and national spot advertising contracts, and 3x dollars to the network affiliation contract. Of these, only the physical assets are held subject to the depreciation allowance.

IRS does not deny the value of the affiliation. In fact, the ruling describes in detail the benefit to a station in having such a network tie, pointing out that the station gains in revenue both through the business it gets by carrying sponsored network programs and by selling spot adjacencies to them.

Other sections of its findings may find more argument among broadcasters. At one point IRS states, for example, that "in television, the network organization is fairly stable. The network attempts to retain its outlet in a particular market area in order to obtain network identification among the audience. Thus, in the industry a cancellation or termination of a station's single network affiliation represents an unusual exception to the rule of long-continued affiliation."

IRS noted that although there is a two-year limitation to network contracts, ". . . such cancellation or termination, if it takes place at all, is based on the existence of economic circumstances at the time cancellation or termination is considered and has no relationship to the two-year period of the network contract."

Still another tack taken in the ruling concerns the matter of goodwill. IRS pointed out that "one of the considerations [by the buyer] in concluding that the purchase price was not excessive was the comparison of the purchase price to the future earnings of the station over the next five years based on past experience," a factor which IRS says puts the case under one of the tax regulation methods of determining goodwill.

Getting down to the specifics on which it bases its case, IRS concludes with the following statements:

"In general the value of a television broadcasting station operating under stable conditions tends to increase with the passage of time due to the relative youth of the industry and the physical, as well as the FCC, limitations on the number of stations that may broadcast in a specific area.

"Many businesses have only one or two important customers, which customers account for a very significant percentage of the net earnings of the business. The loss of an important customer results in a corresponding loss in earnings unless that customer is replaced by others or the business is reoriented in some manner to overcome the effect of the lost customer on the business. The loss of a principal network through the loss of the affiliation contract affects a broadcasting station in the same manner that the loss of a good or principal customer affects other businesses. The network revenue is lost and the earnings decline unless another network will become a customer or unless an aggressive selling campaign can be effectuated to overcome the loss. It is noted that in radio it was aggressive selling that overcame the slump in radio resulting from the loss in network business in general and television popularity in particular.

"Accordingly, it is held that, for Federal income tax purposes, a network affiliation contract which is acquired in a purchase of an entire broadcasting station does not qualify as property subject to the allowance for depreciation provided by section 167 of the code.

"Local and national spot contracts are customer contracts for spot time on regular station broadcasts. Advertisers want their programs and spot announcements associated with and adjacent to the more popular network programs. While such contracts cover varying periods of time, a substantial portion is usually renewed by the advertisers in the ordinary course of business. Viewed in this light, these contracts constitute goodwill of the . . . station, and as such, it is not subject to depreciation."

Observers consider that today's ruling will mean the reopening of similar cases within the three-year period which may already have been approved by tax agents. Westinghouse is certain to appeal the case, however, and a final ruling could take several years.

The following list shows $1 million-plus station sales during the past three years:

KLZ-AM-TV Denver, Colo., bought by Time Inc for $3.5 million.

WNHC-AM-TV New Haven, Conn., bought by Triangle Publications Inc. for $5.4 million.

WIBG-AM-FM Philadelphia and WPFH (TV) Wilmington, Del., bought by Storer Broadcasting Co. for $6.5 million. Previously WPFH (TV)

SPECIAL REPORT ON PAY TV

WIRED PAY TV: A MATTER OF FACT

• First to go is Bartlesville next week; San Francisco gets set

• B•T traces the evolution of toll television up to the present

Wired toll television, newest entry in the communications field, is one week away.

This new medium, eagerly anticipating a future that it hopes will rock the media world, makes its bow Sept. 3 in Bartlesville, Okla.

While the commercial broadcasting industy watches closely, and with some trepidation, this new wired service poses the most serious competitive problem in a decade.

An electronic battle-of-the-century appears imminent. It involves two programming principals—broadcasters vs. theatres.

The two industries are competing to own facilities and/or serve the audiences that will receive a local program service and later, it's predicted, a nationwide service.

A separate but corollary fight looms—operation of common carrier facilities to feed the wired toll programming into homes. Here the combatants, broadcast or otherwise, may find they are competing with the world's largest corporation, AT&T. The common carrier in Bartlesville is AT&T.

Facing critical management decisions are radio and television broadcasters, advertisers and their agencies, AT&T, on-the-air pay tv interests (mainly Zenith), communications firms, investors, equipment manufacturers and industrial firms supplying materials to manufacturers—all these plus the professional and commercial firms that serve them.

Broadcasters must decide whether to get into wired pay-tv as principal entities or whether to let theatrical, communications and other ownership take over all or substantial parts of this new medium.

Theatrical interests, typified by the Bartlesville operators (see page 30), hope to snap back from the whipping they took when television appeared a decade ago.

There's no unanimity among broadcasters, though many established operators are quietly checking on wired tv and getting local franchises to string lines on poles.

On-the-air toll tv, as typified by Zenith, is snarled in FCC and Capitol Hill maneuvering despite many years of frantic promotion and education.

One hope of on-the-air toll service, it is suggested, lies in an inherent weakness found in wired toll tv—economic difficulty in wiring some center-city and sparsely populated rural areas. If farmers figure they're getting cheated out of a new communications service, they can be depended on to put the heat on Congress for their share of wired service or an on-the-air toll service.

Wired toll tv service faces no serious technical problems, if first tests at Bartlesville last week are accepted as a criterion. The first test pictures run over the coaxial distribution system were described by one participant as "extremely good—as good as closed-circuit pictures in a tv station's front office and superior to primary broadcast video pictures."

Reclaiming an Audience

The Bartlesville project will "help establish a new exhibition medium which, if successful, promises to recapture a mass audience for motion picture exhibition," according to Milton J. Shapp, president of Jerrold Electronics Corp., which developed and installed the wired theatre where Bartlesville programming originates.

This wired service looms as an intrastate facility that for a time, at least, will have minimum, if any, federal regulation (see legal opinions, page 35).

A real poser: If wired toll services ever get into the sale of advertising in a big way—and the idea has some sound backing—the reverberations around Madison Ave., and Fifth Ave., will be violent (see advertising story page 35). Few agency or advertiser executives are ready to make lucid comments or predictions, but they're obviously interested.

If AT&T decides it wants to wire up the whole United States with coaxial facilities, broadcaster and theatrical entities will find themselves in competition with the world's largest corporation in case they aspire to supply their own common-carrier facilities. AT&T won't get into programming, it's certain, because of a long-standing policy against programming over its facilities and a 1932 consent decree that confines the corporation to utility service. Some time ago AT&T is understood to have refused to serve as a collection agency for Zenith when that company proposed to feed 2% of a pay-tv service over telephone lines and the rest over the air.

While wired pay-tv is making its official debut in a small-market city in Oklahoma, the service is getting its biggest promotional push on the West Coast where Skiatron (Matthew Fox) claims it has sewed up what should be dramatic program fare—the New York Giants games in San Francisco and the Dodgers games in Los Angeles if the Brooklyn team makes its expected move. International Telemeter (Paramount) is active on a more restrained basis (see West Coast story page 30).

A critical element in the whole situation centers around the cost of wiring a city. Skiatron is proud of a low-cost system based on its Parax, an open-wire twin-strand line costing about 4¢ a foot for distribution circuits that can be tapped by home drop-off lines.

Telemeter has been putting its faith in coaxial cable, 15¢ to maybe 50¢ a foot as compared to 4¢. Telemeter, like large numbers of leading engineers, doesn't believe the open-wire system will work because of radiation and interference problems. Skiatron claims Parax overcomes these age-old problems inherent in past open-line transmission.

Bartlesville is wired with coaxial cable (see story on Skiatron's Parax, page 31, and Bartlesville story, page 30).

Broadcasters have been doing a lot of

(then WDEL-TV) was bought by Paul F. Harron for $3.7 million.

WTVT (TV) Tampa, bought by WKY Television System Inc. for $3.5 million.

WFBM-AM-TV Indianapolis. WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids, bought by Time Inc. for $15.75 million.

WISH-AM-TV Indianapolis, WANE Fort Wayne and WINT (TV) Waterloo, Ind., bought by J. H. Whitney & Co. for $10 million.

KTVH (TV) Hutchinson, Kan., bought by Wichita-Hutchinson Co. (80% owned by Minneapolis Star & Tribune Co.) for $1 million.

KMBC-AM-TV Kansas City and KFRM Concordia, Kan., bought by Cook Paint & Varnish Co. for $1.75 million.

KOB-AM-TV Albuquerque, N. M., bought by KSTP Inc. for $1.5 million.

WNBF-AM-TV Binghamton, N. Y., bought by Triangle Publications Inc. for $3 million.

WHAM-AM-TV (now WROC-TV) Rochester, N. Y., bought by Transcontinent Television Corp. for $5 million.

WJW-TV Cleveland (then WEXL [TV]) and KPTV (TV) Portland, Ore., bought by Storer Broadcasting Co. for $8.5 million (including Empire Coil Co., manufacturing company).

KOTV (TV) Tulsa, Okla., bought by J. H. Whitney & Co. for $4 milion.

WFBG-AM-TV Altoona, Pa., bought by Triangle Publications Inc. for $3.5 million.

KDKA-TV Pittsburgh, Pa., bought by Westinghouse for $9.75 million.

WHBQ-AM-TV Memphis, Tenn. bought by RKO Teleradio Pictures Inc. under leasing arrangement for $2.8 million.

KGUL-TV Galveston, Tex., bought by Gulf Television Corp. 90% owned by J. H. Whitney & Co.) for $4.25 million.

KENS-AM-TV San Antonio, Tex., bought by Express Publishing Co. for $3.5 million.

WISN-TV Milwaukee, Wis., bought by Hearst Corp. for $2 million.

KCOP (TV) Los Angeles, bought by Kenyon Brown, Bing Crosby and associates for $4 million.

WAAM (TV) Baltimore bought by Westinghouse Broadcasting for $4.4 million.

WBRC-AM-TV Birmingham, Ala., bought by Radio Cincinnati for $6.35 million.

WDBO-AM-FM-TV Orlando, Fla., bought by William S. Cherry and associates for $3 million.

KLOR (TV) (now deleted) and KPTV (TV) Portland, Ore., bought by George Haggarty for $1.79 million and $1.89 million, respectively.

WTVD (TV) Durham, N. C., bought by Lowell Thomas, Frank Smith and associates for $1.4 million.

WREX-TV Rockford, Ill., bought by Bob Hope, Albert Zugsmith and associates for $3 million.

KERO-AM-TV Bakersfield, Calif., bought by Wrather-Alvarez for $2.15 million.

WKJG-AM-TV Ft. Wayne, Ind., bought by Truth Pub. Co. for $1.9 million.

WIBW-AM-TV Topeka, Kan., with KCKN Kansas City, Kan., and Capper Publications, bought by Stauffer Pub. Co. for $8 million.

KREM-AM-FM-TV Spokane, Wash., bought by KREM Broadcasting Co. for $2 million.

pondering about pay tv systems, especially since the wired service exploded into prominence (see story page 32). This prominence has been spurred by promotions built around the Giants' and Dodgers' shifts to the West Coast.

Mostly the broadcast thinking has been at the office level, augmented by engineering and legal consultations plus a few quiet looks at the centers of activity.

NARTB consistently opposes any pay-tv that would take spectrum space away from existing tv broadcast stations, and it feels the public would suffer from coin-in-the-box or other forms of paid tv programming. But NARTB can't fight wired tv without being accused of opposing the basic principle of free competition in the American tradition.

Networks are watching wired tv but saying nothing. FCC and Congress are deeply interested but uncertain.

Advocates of on-the-air toll tv received another blow Friday when Charles E. Potter (R-Mich.) told the Senate the government has made a "virtual promise" that broadcasting would remain a free service. He also warned that pay tv could lead to "monopolistic practices" (see page 54).

There's one sad note for the toll tv promoters, air and/or wire—the best possible promotion push, the World Series, is sewed up by NBC-TV until 1961.

A veteran industry executive close to all phases of the wired tv situation put it this way, "Wired toll tv will not come as fast as its promoters promise but faster than the broadcasting industry expects."

SKIATRON SEES NO MYSTERY, PLANS PROGRAMS BY APRIL

So far as Skiatron is concerned, there's no mystery. It will wire its decoder system into San Francisco and Los Angeles homes (and other California communities as well) and will be feeding pay tv programs by mid-April. The programming will be box office attractions, including the National League's Giants in San Francisco and nearby areas.

They will include baseball, first-run motion pictures "or any event normally held in an auditorium, a theatre, opera house or stadium—events for which people now pay at the box office," Matty Fox, president of Skiatron Tv Inc., explained in a B•T interview Thursday in New York.

"We feel baseball is a great attraction," he said. "But we don't believe any subscription tv operation can live with baseball alone or movies alone. We still have a great variety of attractions."

As outlined by Mr. Fox:

- The system will be operated in individual communities or areas by franchise holders.
- Skiatron has an agreement with the Giants. Baseball definitely will be among the first events fed into wired homes. He wouldn't talk about Los Angeles and the Brooklyn Dodgers "because there has been no Dodgers announcement." The full 1958 schedule (all games) of the Giants will be carried.
- Advertising will start in the San Francisco area to get subscribers either late in October or early in November this year. Wiring will start soon afterward and the system will be operating in April.
- There will be no commercials. Skiatron is not interested in having advertising on either of its two video channels or on its one music wired channel.
- Skiatron is not concerned with spectaculars and has no interest in the "hottest commercial program on tv." Pay tv will be concerned, however, with baseball, football, motion pictures, opera, ballet, legitimate theatre and other such events.

Mr. Fox presented these cost factors:

Skiatron estimates costs will be less than $20 per home for wiring. A subscriber will pay $3 per month, entitling him to 24 hours per day high fidelity music and two video channels optional. Price for attractions will vary; baseball games may be pegged any-

IT'S *going to cost money to watch Willie Mays slide home in 1958, if pay tv deals talked about last week pan out. The Giants on Monday made official their move to San Francisco, and Matty Fox, Skiatron president, says his plans for televising the team on closed-circuit pay tv are set. Not determined: how much the team will get for broadcast rights, or whether Skiatron will get its San Francisco franchise.*

where up to $1 per game but "no more than $1."

Three channels will be provided, two video and one for high fidelity music to be piped 24 hours per day. When the system is operating and the decoding card not inserted, the signal is scrambled. When an IBM punched card is inserted, the signal is unscrambled on the tv set.

Billing, card handling, mailing and the like will be handled by IBM. There will be no installation charge, a $3 monthly payment taking care of servicing, maintenance, mailing and other handling.

NETWORKS MUM ON WIRED TV AS OKLAHOMA DEBUT READIES

The three television networks are keeping their executive eyes peeled as wired toll tv approaches its debut in Bartlesville, Okla.

No high official was willing to be quoted or to commit his network to an unofficial position as this new medium enters the communications field.

CBS-TV made clear it is standing by its position on the record—all-out for free television. Its engineers are believed to see no serious technical problems in providing community and city-wide service, provided first-class or coaxial lines are used. They take a dim view of open-line distribution of tv services.

As to the economics of wired tv, CBS-TV officials are said to have raised some serious questions. Some discussion has been given the idea of dual operation—free broadcast service alongside wired toll tv—but nothing definite has come out of these talks.

NBC is appraising wired tv but won't admit anything else. RCA, parent manufacturer company, is not believed to have any firm orders for equipment from Skiatron or any other wired company.

ABC-TV also is watching carefully. The network hasn't been enthusiastic over pay tv in general, feeling it isn't in the best interest of the public. The same position is taken in connection with wired tv.

SPECIAL VERSION OF WIRED TV ALREADY OPERATING IN WEST

A special version of wired toll tv has been operating for some months in the far West—Needles, Calif.; Cedar City, Utah; Miles City, Mont., and other small markets.

Trans Community Tv Networks operates the plants. B. J. Fitzpatrick, owner-general manager of the local radio station in Needles, KSFE, runs the TCTN closed circuit operation in that town, a market of 6,000 persons.

Wired tv service is provided from 3 to 11 p.m. Customers pay $150 for the installation and $5 a month for service. The wired unit has a live camera chain and a film chain, producing live newscasts from the studio as well as film shows and kines. The operation is affiliated with ABC-TV and NBC-TV.

Autumn plans include football with basketball planned later. Quiz and forum shows are in the works.

When the number of subscribers justifies, the Needles wired service hopes to sell time but thus far none has been sold.

Mr. Fitzpatrick said the open-line distribution system is subject to ghosting. Radiation is relatively low, he feels, but ever so the signals are subject to stealing and there are interference problems.

WIRED TV PROMOTION IMPETUS IS HEAVIEST IN CALIFORNIA

Wired tv is getting its heaviest promotion in California, where out-of-home entertainment has been sired for a half-century.

Having watched movie makers provide much of tv home entertainment, the state now is tooling for major metropolitan tests of fee tv, with movies as a nucleus.

Los Angeles and San Francisco city officials are reviewing wired tv franchise applications. The first applicant in each city was Skiatron Tv Inc., which has pacts with the New York Giants and Brooklyn Dodgers for exclusive tv rights to their 1958 games should the teams move to San Francisco and Los Angeles, respectively, as anticipated.

The ball games would give Skiatron a powerful wired tv sales incentive next spring, trying to recoup the cost of rights (reportedly $2 million for the Dodgers alone).

International Telemeter Corp., Paramount Pictures Corp. subsidiary, also wants Los Angeles and San Francisco wired tv franchises. Telemeter offers a cashbox attachment for the home tv set, collecting in advance for programs. Skiatron uses a punchcard which makes a record of programs viewed and provides basis for a monthly bill. Both gadgets have decoding devices to unscramble programs put on transmission circuits.

The Los Angeles city council may set the municipal pace with its non-exclusive wire franchise offered the highest suitable bidder, with 2% of gross as minimum. The limit is a 21-year franchise. Skiatron wants a 50-year franchise in San Francisco, where there is no time limit.

Skiatron and Telemeter-Fox West Coast Theatres are the two Los Angeles franchise applicants. Their cases are involved in local processing. Tele Movie Development Corp. and a business group fronted by H. D. Long, importer-exporter, has shown interest in a Los Angeles franchise but has not applied. It advocates sectional grants (2,500 to 6,000 homes each), and is interested in 35 Southern California communities.

In San Francisco a proposal to ban wired tv advertising is opposed by Skiatron, which with Telemeter, Jerrold Electronics Corp. and Harriscope Inc. is seeking local franchises. Telemeter and Skiatron also have asked for San Diego franchises and Skiatron seeks 40 systems in the Bay area and another 50 in Southern California. Harriscope is a tv program producer-distributor.

Some opposition has been noted in San Francisco to the idea of a definite commitment by the city to telecast Giants home games on pay tv.

BARTLESVILLE NEARS OPENING

Wired television service will provide a pleasing picture on Bartlesville, Okla., tv sets, judging by first testing of the system slated to open Sept. 3. Reports from that oil city, first to have regular wired tv toll service, confirmed engineering predictions that the system would produce a mechanically satisfactory picture—claimed to be a better picture than can be transmitted through the air.

Some broadcast observers who have looked over the Oklahoma project believe it has a good chance to be an economic success, if Video Independent Theatres follows its announced plans to provide two video services built around top first-run and re-run movies.

Video Independent is taking a conservative approach to the project. President Henry S. Griffing said last week that public acceptance will develop gradually. "The people of Bartlesville are going to have to be sold on it, one family at a time, and it will take a while," he said. "We're sure it will be a year or more before the public learns the pleasure of telemovies in the home."

Installation of General Precision Labs. equipment at the Lyric Theatre studio is practically complete and pictures are being monitored in a number of homes. Jerrold Electronics Corp., Philadelphia, installed the cable theatre system, which it pioneered.

Video Independent is paying Southwestern Bell $3,297 per month rental for the coaxial cable distribution service. Southwestern Bell bought and will operate the facility. Total installation cost in Bartlesville was $104,000 plus $35,000 to remodel the theatre.

The problem of reducing wide-screen movie films to the 4 x 3 television screen aspect ratio has been solved, it was noted last week. Tv receivers in wired tv homes have a switch on the back for broadcast tv service and the two channels of what is called Telemovie service.

Oct. 1-6 will mark the official premiere week, with ceremonies arranged by Phil Hays, Video Independent manager at Bartlesville. Headquarters of the company are at 11 N. Lee, Oklahoma City. An operating subsidiary is called Vumore, with Telemovies as the sales unit.

A 60-day advertising and promotion program was started last week as the drive for subscribers moved into stride. Advertising includes color billboards, full-page newspaper ads, direct mail and telephone solicitation. The theme is: "Bartlesville families will be the first in the world to enjoy Telemovie."

About 8,000 tv homes are located in the city. Subscribers pay $9.50 monthly for a package of 13 first-run movies plus reruns on the second channel [B•T, June 10, *et seq.*]. Programming will run from noon to midnight, with payment in advance. Video Independent owns all four theatres in Bartlesville, two of them drive-ins. Three

WILL SKIATRON'S PARAX 'OPEN-WIRE' WORK?

The immediate future of wired tv is tied to a cost factor.

This factor awaits the answers to a key question: Can cities and communities be wired with low-cost (4 cents a foot) open-wire lines or does quality video service require coaxial cables (15 to 50 cents a foot)?

Skiatron Tv Inc. says it can wire Los Angeles for closed-circuit tv at a cost of $12 million. Other applicants for franchises figure about $50 million. Skiatron would use open-wire (ladder) lines for most of its distribution circuits and coaxial lines for problem points (about one-eighth of the mileage). The others would use all-coaxial systems.

Open-line distribution requires only a fraction of the amplifying equipment needed by coax, another element that keeps costs down.

The big question: Will open-line distribution work?

The answers: Yes, says Skiatron. No, say many engineers.

Skiatron throws its support to an open-wire system using its own Parax twin wire. This type of line, engineers have said for years, involves low loss, high radiation and susceptibility to interference. Coaxial has high loss with minimum radiation and interference.

Skiatron claims it has licked the radiation problem with Parax, coming well within FCC's strict tolerances. This claim covers interference, too.

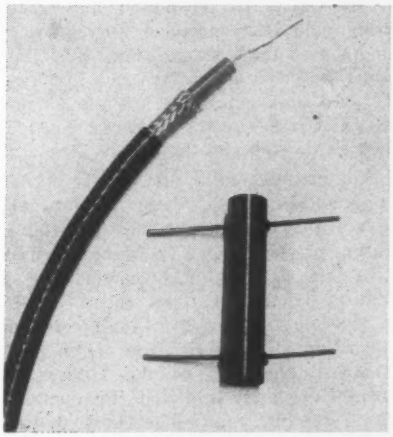
B•T took a look at Skiatron's test mile of Parax line, installed on a busy Los Angeles thoroughfare. Alan Lane, operations vice president, and Scotte Gray, chief engineer, demonstrated how Skiatron plans to serve Los Angeles homes when and if it starts wired service (next spring, it hopes).

Skiatron says it can install an open-line distribution system at a cost of $500 a mile. This compares to $3,000 a mile for coaxial, it explains.

At Bartlesville, Okla., where a wired tv service starts Sept. 3 (see Bartlesville story), the cost was around $3,000 a mile, or approximately $100,000 for 38 miles of distribution system.

Open-line transmission has been used for a half-century. Skiatron claims its Parax open wire has a tenth the power loss and needs only a tenth the amplification required for any coaxial closed-circuit or community antenna system.

Parax, copper-coated steel wire (10% copper), is strung tautly between utility poles. The two parallel wires are two inches apart, held in position by polystyrene separators or insulators. The (extruded) wire is made by Copperweld; Skiatron assembles the wire, inserting the separators. Mounting on poles is simple, because, according to Skiatron, no messenger (auxiliary) cable is needed to lend support in case of sag or sway.



TWO *basic types of cable will be used in building wired toll tv distribution systems—coaxial (left) and open-line (right). Coax is much more expensive but is preferred by most engineers. It consists of a center conductor surrounded by insulation and an outer conductor, tube or braid. Open-line cable consists of two parallel strands of wire about two inches apart, held in place by plastic spreaders.*

With coax, the signal is conducted on a central conductor and along the inside of the cable's metal shell. Transmission is transverse electromagnetic (TEM) in the Parax twin line.

Skiatron says its Parax system is unique, being seven-eighths Parax and one-eighth coaxial cable. Energy moves from 75-ohm coax to 470-ohm Parax with minimum imbalance, a trick Skitron engineers say they learned in experimenting with community antenna systems.

Radiation is well within the FCC limit (15 microvolts-per-meter at 100 feet) at the signal strength and frequency used, it is claimed. The Parax system is described as long-lived, with one open-line installation by Mr. Gray in good condition after 7½ years. Current loss at the drop-in to the home is minimized because only the electromagnetic current surrounding the open-line Parax is tapped, instead of the wire itself. The signal goes into the tv receiver via flat leads of the type used with rooftop antennas.

Skiatron's test mile of Parax in Los Angeles passes lamp standards, neon signs, is across the street from a power line and crosses the Freeway. "It's the toughest test run I could find," Mr. Gray said. Test signals are received on ch. 6 (not allocated to Los Angeles), the set receiving two programs. Reception witnessed was excellent. The test loop is on Santa Monica Blvd.

A camera in the Skiatron office (viewing auto traffic) and a second signal taken off the air for the test, were put through inverters and sent as a single signal along the Parax lines to the laboratory where they were converted back into two program signals and received on ch. 6. A receiver attachment has three positions, since Skiatron plans three program services. Programs on regular tv station channels can still be received.

Reception was excellent for both programs, with the closed-circuit picture somewhat sharper than that taken off the air.

A cost figure mentioned for open-line cable was 4 cents a foot. Phelps Dodge coaxial cables (list price, subject to discounts up to 30%) run about 37 cents a foot for half-inch 70-ohm Foamflex (unjacketed), 94 cents for Styroflex and 54 cents for Spirafil. At Bartlesville, Jerrold Electronics Corp., handling the installation, used JEL-101 and JT-201 coaxial cables with 59-U for the house drop. JEL-101 costs about 15 cents per foot, JT-201 16 cents and 59-U 8 cents.

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network tv stations serve the city regularly, two in Tulsa and one in Muskogee.

The population of Bartlesville has increased from 19,228 in 1950 to an estimated 30,000 today. Family income averages around $6,000, a high level. Phillips Petroleum is headquartered in the city, with Cities Service and the H. C. Price pipeline companies as important local enterprises. National Zinc Smelters and Dewey Cement have big plants, along with other metal and petroleum units.

September programs will offer Warner's "Pajama Game," Universal's "Night Passage" and "The Great Man" by that studio.

Milton J. Shapp, Jerrold president, said his company will conduct special tours, demonstrations and discussions for theatre exhibitors in the Sept. 9-30 period. The company has set up a hospitality center at the theatre. Mr. Shapp has consistently claimed the motion-picture exhibitor should own and operate wired tv theatres. He contends the theatreman, more than any other businessman, understands the entertainment needs of his community and has the showmanship and know-how "to tap these needs."

Video Independent has 230 movies, including 80 drive-ins, in Oklahoma, Texas and New Mexico, and owns 12.5% of KWTV (TV) Oklahoma City. It believes the wired tv service will recapture middle-aged and older people for its film exhibition services. As the Bartlesville service develops, it is expected to include music, news and other types of radio-tv services.

Bartlesville customers are getting the first month free. There is no installation charge, with dropoffs into homes costing an estimated $25 each. If a customer fails to pay his $9.50 fee in advance, service can be disconnected easily at the pole.

PAY TV CONTROVERSIAL SINCE '50

The pay tv question has been a controversial subject at the FCC and on Capitol Hill since the FCC in 1950 authorized Zenith to test its Phonovision system in Chicago. The test started in January 1951 and offered "top-flight" movies to 300 Chicago families for 90 days.

A year later, Zenith filed its first formal petition with the FCC seeking authorization of pay tv. In September 1954, Skiatron asked the Commission to authorize its version of pay tv and this was followed in November of the same year by a Zenith petition seeking a "paper hearing" on the merits of pay tv.

In the years between Zenith's first petition and the Skiatron proposal, over a dozen tv stations—mostly uhf—asked the FCC to institute rulemaking on subscription tv.

Early in 1955, the FCC issued its first rulemaking proposal on the subject in which it also asked respondents to give their views on several questions which the proposal raised. These included whether or not the Commission has the authority to authorize subscription tv, cost to the public, whether one system or several should be authorized, impact on present system, interference problems and broadcast time to be devoted to toll.

In filing comments to the rulemaking, those opposed to pay tv (including the networks) claimed that when the public has to pay for watching a tv program, it means the death of free tv. This attitude was termed as nonsense by the proponents of toll tv—Zenith, Teco Inc. (Zenith subsidiary), Skiatron Electronics, Skiatron Tv and International Telemeter. Prompted by the Commission's action, many newspapers also took informal opinion polls to determine how the public felt about paying for the privilege of watching tv in the home.

During this same period—spring of 1955—several public debates on the feasability of pay tv were held and Zenith's Comdr. Eugene McDonald Jr. accused RCA of trying to buy up pay tv patents. This was hotly denied by RCA's Gen. David Sarnoff. The subject recently was raised again by Rep. Frank Chelf (D-Ky.) in a letter to the FCC.

After digesting the various pleadings, the Commission postponed further action until it could dispense with the large backlog of pending tv cases as well as the deintermixture question.

By early last spring, the FCC had released its decisions in these cases and in May asked for further comments on pay tv in a six-page document released at 6 p.m. on a Thursday, reportedly to avoid stock exchange repercussions. By a unanimous vote, the Commission said:

". . . We believe that an adequate trial demonstration of subscription tv is indispensable to a soundly based evaluation of its acceptability to the public, its capacity to enlarge the selection of program fare, now or foreseeably available under the present system, its significance as a possible additional source of financial support for continued expansion of the nation's television services, its potential impact, beneficial or otherwise, on the established television system and its mode of operation in actual practice. . . ."

The FCC also asked respondents to answer 11 questions dealing with various problems of pay tv in their replies. Last March, it was an established fact that four commissioners—George C. McConnaughey, Robert E. Lee, John C. Doerfer and T. A. M. Craven—were in favor of authorizing pay tv tests. Bucking this move and calling for further evidence were Comrs. Rosel H. Hyde and Robert T. Bartley. Comr. Richard A. Mack felt that the public interest question should be determined first. Since this rundown of the commissioners' positions—giving the proposed pay tv test a majority—Mr. McConnaughey has left the Commission. His replacement, Frederick Ford, has not taken a stand on the issue.

Still unanswered in the minds of many Congressmen is the question of whether or not the Commission has the right to authorize a test of pay tv. Many lawmakers have told the FCC it does not have this authority and that it is up to Congress to legislate for pay tv. Two of the most outspoken have been Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Rep. Emanuel Celler (D-N. Y.), chairman of he House Judiciary Committee. And, in a speech prepared for delivery last Friday from the Senate floor, Sen. Charles E. Potter (R-Mich.) urged that television be kept free (see page 54).

In answering Rep. Celler's letter, the Commission claimed that it has the authority to authorize toll tv under Secs. 301, 303, and 307 (a) of the Communications Act.

Pending in both Houses of Congress are bills to prohibit pay tv. They were introduced by Rep. Celler and Sen. Strom Thurmond (D-S. C.). Sen. Thurmond, following reports a fortnight ago that the FCC had assured the Senate Commerce Committee that it would not authorize toll tv before next January [CLOSED CIRCUIT, Aug. 19], stated that he would push for passage of his bill early next year.

Toll tv also played a prominent role in hearings concluded last month on professional team sports by Rep. Celler's Antitrust Subcommittee [B•T, July 29].

BROADCASTERS BOTH INTERESTED, WORRIED ABOUT WIRED TV—KOHN

Broadcasters are getting interested as well as worried, plenty worried, about wired toll tv, judging by the best available roundup of industry sentiment. This roundup was collected by Raymond F. Kohn, president of WFMZ-TV Allentown, Pa. (ch. 67, dark), long an advocate of pay-tv testing.

In a letter to several hundred tv broadcast stations he said wired tv can cripple or destroy present broadcast services [B•T, July 22]. His letter drew three-score lucid replies from broadcasters, most of whom conceded the new wired tv medium should develop with the guidance and capital of broadcasters.

Mr. Kohn told B•T he felt, after reading the letters, that giants unrelated to welfare of communities served by broadcasters are proposing to provide unregulated services that threaten the entire broadcast structure. He said the FCC and Congress should have the opinions of broadcasters in reaching decisions, not merely equipment firms, program suppliers, theatre owners and trade associations.

The power and financial resources of AT&T and the motion picture theatrical industry can't be underrated, Mr. Kohn and a number of broadcasters pointed out. Wired tv is coming, whether broadcasters like it or not, they add. AT&T's sweeping request for huge hunks of the spectrum above 890 mc and far into untouched electronic areas are felt to pose threats of services now only in the dream stage.

"Do we as broadcasters blindly abdicate or do we intelligently integrate?' one broadcaster asked.

Only three of nearly 50 vhf stations replying to the Kohn letter bothered to file pay-tv comments with the FCC.

"Will the public pay for television service?" a station operator asked. He added, "I believe we should be realistic and not panicked. Tv in this country has an excellent record."

Another said, "The attitude of our industry is that of the ostrich."

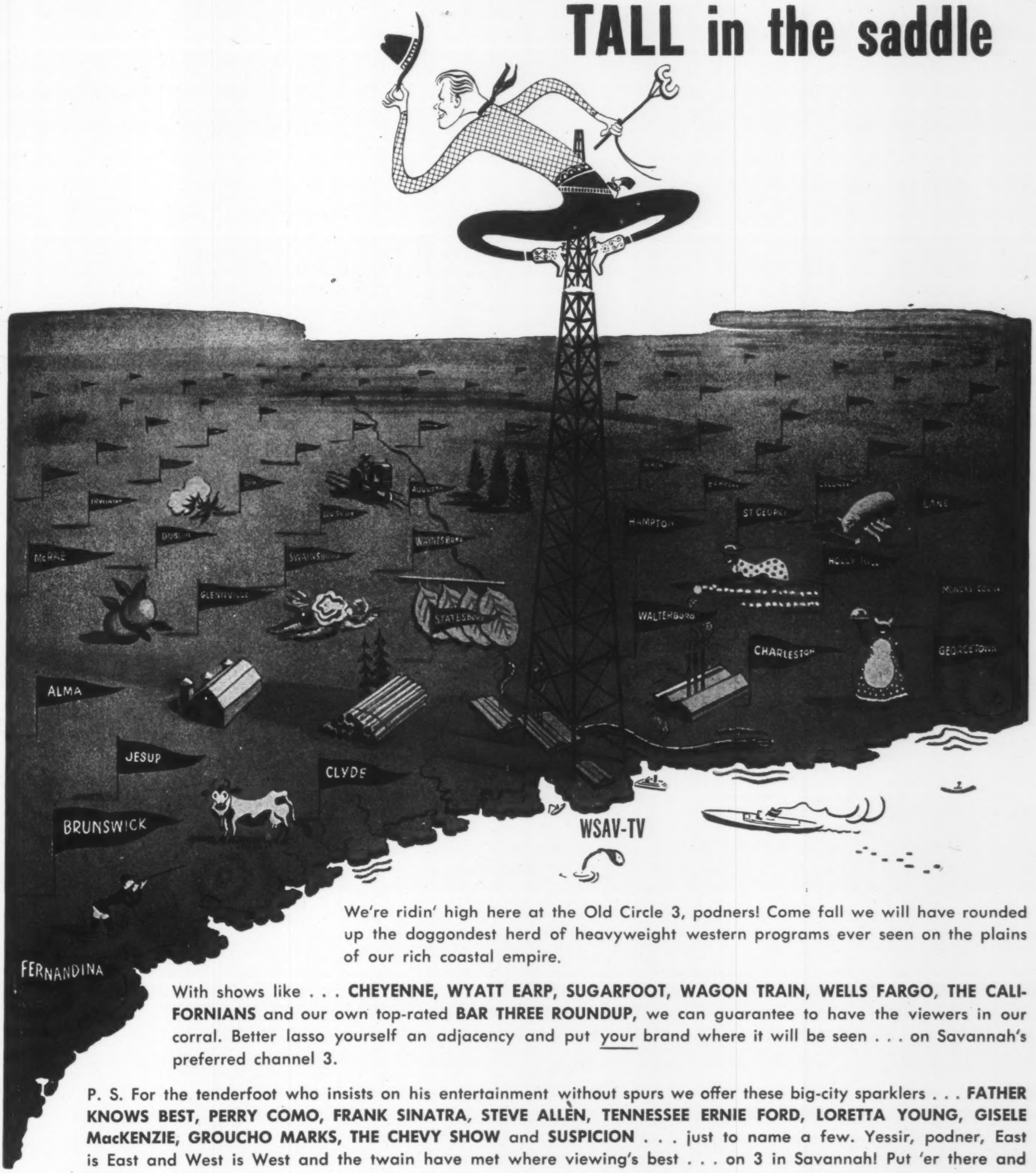
Still another comment, "Film libraries are being offered with a very definite stipulation that the toll-tv rights are excluded."

TELEPROMPTER, TNT, OTHERS APPROACHING WITH CAUTION

A sleeper in the toll tv picture is National Closed Circuit Div. of TelePrompTer Corp., whose president, Irving Kahn, told B•T Thursday that toll tv "offers the greatest potential for a dollar return that ever existed." Pending FCC approval of any on-air system, Mr. Kahn said, "We're ready to go right now" with a wired system in New York "but we are not sure which way we want to go." He feels it wise to see which way the wind is blowing with toll tv generally as well as with competitors like Skiatron and Telemeter. Program product is another nut to crack, he explained, but it can be done.

TelePrompTer, now a public stockholding firm and owned 14% by Western Union Co., has bought out two of its competitors: Box Office Television Inc. and the major Sheraton Closed Circuit Television Inc. Mr. Kahn noted that within six months this year his firm captured "60-65%" of the gross volume of business in closed circuit operation (handling sales conventions by wire-tv, multi-city stockholder meetings, promotions etc.). He claimed TelePrompTer is doing twice as much business in this field as "our nearest competitor." Only other major operating now in this area is Theatre Network Television Inc., with which Tele-

TALL in the saddle


AUGUSTA
WAYNESBORO
SWAINSBORO
DUBLIN
McRAE
GLENNVILLE
STATESBORO
ALMA
JESUP
CLYDE
BRUNSWICK
FERNANDINA
HAMPTON
ST GEORGE
LANE
HOLLY HILL
MONCKS CORNER
WALTERBORO
CHARLESTON
GEORGETOWN
WSAV-TV

We're ridin' high here at the Old Circle 3, podners! Come fall we will have rounded up the doggondest herd of heavyweight western programs ever seen on the plains of our rich coastal empire.

With shows like . . . **CHEYENNE, WYATT EARP, SUGARFOOT, WAGON TRAIN, WELLS FARGO, THE CALIFORNIANS** and our own top-rated **BAR THREE ROUNDUP,** we can guarantee to have the viewers in our corral. Better lasso yourself an adjacency and put your brand where it will be seen . . . on Savannah's preferred channel 3.

P. S. For the tenderfoot who insists on his entertainment without spurs we offer these big-city sparklers . . . **FATHER KNOWS BEST, PERRY COMO, FRANK SINATRA, STEVE ALLEN, TENNESSEE ERNIE FORD, LORETTA YOUNG, GISELE MacKENZIE, GROUCHO MARKS, THE CHEVY SHOW** and **SUSPICION** . . . just to name a few. Yessir, podner, East is East and West is West and the twain have met where viewing's best . . . on 3 in Savannah! Put 'er there and stand back for the stampede!

Clearly . . . SAVANNAH'S PREFERRED-CHANNEL STATION

It's 3 in Savannah

WSAV-TV

NBC
CHANNEL THREE

REPRESENTED BY BLAIR TELEVISION ASSOCIATES

IT'S THE BRAND NEW CHANNEL TO SOUTH FLORIDA'S **$2,000,000,000** MARKET

WPST TV

we're on the MIAMI FLA. *air!*

TEN'S ON TOP — *Right! On top of 1,453,800 people, representing 581,520 families.*

TEN'S ON TOP — *Right! On top of 32,428 retail stores, employing 72,269 workers with a payroll of $165,482,000.*

TEN'S ON TOP — *Right! On top of more than 1800 manufacturing plants turning out products from milady's chemise to monsieur's carport.*

TEN'S ON TOP — *Right! On top of more than 3 1/2 million tourists who visit South Florida and Miami every year. So . . . when you show it to Miami, you show it to the World!*

WPST TV

CHANNEL 10 WPST TV

PUBLIC SERVICE TELEVISION, MIAMI, FLA. REPRESENTED NATIONALLY BY H-R TELEVISION, INC. ABC NETWORK

Prompter is battling for the Sugar Ray Robinson-Carmen Basilio boxing match.

"We could have a practical operation going in New York in less than six months," he said.

Whether to collect toll via a cash box like Telemeter or an IBM card system seemed to be of minor concern to Mr. Kahn. "We have a practical system that would work either way," he said.

"We are more ready to go than either Skiatron or Telemeter," he added.

Programming, he said, is the "nut." All the hardware and wire and cables and sets and toll boxes in the world won't make this thing run. He said, "You need product and this has to be developed."

Nathan L. Halpern, president of Theatre Network Television, pointed out his firm is the only company which actually has engaged in "pay television" on a national basis—its hookups of theatres for exhibition of major sports events. But TNT does not plan to go into home toll tv in any form at this date, he said, although the company has been "watching developments" closely. TNT's subsidiary, Tele-Sessions Inc., regularly hooks up auditoriums and hotels for meetings via closed circuit tv.

William F. Hogan, vice president of Commercial Telecast Networks Inc., said his firm "has taken a look at toll tv by wired-system" but has preferred to specialize in "other fields" with these new developments "not ready yet." He described toll tv "as a rough, tough field" with "too much of a cloud over it and subject to regulation."

Arnold Wells, owner of Wells Television Inc., a New York firm whose "bread-and-butter business" is leasing tv sets to hotels and public places, admitted the firm is involved "in wired-television for the home" but refused to describe his plans. "This is the biggest undercover game I have ever seen," he said.

AGENCIES WATCHING PAY TV; ONE SEES IT AS NEW AD MEDIUM

Agencies and advertisers are watching pay tv very closely. One major agency is even ready with a plan for one major food account to place premiums in their packages which would entitle the customer to view an "on the air pay-tv" show for 25 cents. In turn, the advertiser would be willing to put a commercial on at the end of the movie as a tie-in.

Another major agency is viewing pay tv as a supplemental medium or another advertising medium in addition to regular tv and radio. In fact, this agency believes pay tv will lure non-tv watchers.

As for pay tv luring better talent from regular tv, most agency executives feel pay tv would not affect present tv offerings since most pay-tv shows will be movies and plays.

Agencies will be watching the progress of both wired and on-the-air tv. They feel pay tv is progress and they must keep up with it to keep their clients informed.

William B. Lewis, president of Kenyon & Eckhadt, proposed a combination of pay tv and commercially sponsored tv in an *Editor & Publisher* interview. Citing the high cost of broadcast tv, he said, "there is no reason why tv, like the print media, should not receive income both from commercial interests and the general public they serve." Newspapers, he said, would cost several dollars each instead of 5 or 10 cents were it not for advertising support.

Approximately 1,000 persons from advertising, the film industry, radio-tv, investment houses, electronics and sports have witnessed the demonstrations of the telemeter closed circuit pay television system at the Savoy Plaza Hotel, New York, as of Aug. 21. The demonstrations began Aug. 13. They heard Louis A. Novins, vice president and managing director of International Telemeter Corp., and Paul MacNamara, vice president, discuss the technical, financial and practical aspects of the Telemeter system. Barney Balaban, president of Paramount Pictures Corp., of which International Telemeter is a subsidiary, and Paul Raibourn, Paramount vice president, have attended many of the demonstrations in the hotel's Savoy Room.

WIRED TV MAY SKIRT FCC

Wired television, unlike off-the-air pay tv, may avoid FCC regulation, judging by the views of many communications attorneys, but the question doesn't yield to categorical answers.

Many attorneys contend the FCC can't get at wired tv when it serves only an intrastate audience. Others suggest the Commission could declare the service a common carrier under its jurisdiction because it is so intimately connected with interstate commerce through program materials.

In any event, Congress could amend the Communications Act to bring wired tv under FCC regulation. Sec. 3(h) of the Communications Act exempts broadcasting from the definition of a common carrier, and FCC could hold wired toll tv not exempt from common-carrier regulation.

The Commission has been told by one attorney that wired tv, starting Sept. 3 at Bartlesville, Okla. (see story page 30), might make free tv a less desirable advertising medium or even destroy it. Problems of program quality and monopoly are raised by the wired medium, as well as fair presentation of controversial issues. Monopoly in wired facilities is another problem, along with technical standards.

A leading communications law firm, at the request of a group station owner, submitted a lengthy opinion covering the interstate aspects of wired tv, concluding it is not a broadcasting service transmitting through the airways. State and city public service bodies can be expected to assert jurisdiction, the firm noted, citing the Los Angeles franchise situation (see Los Angeles story page 30).

This opinion holds wired tv is not a common carrier for hire, transporting from place to place, since a common carrier has no control over what is transmitted over its facilities. A wired tv service would decide what it wishes to transmit. Radio and tv networks are not common carriers, it is explained.

Wired tv is described in the opinion as a "hybrid," with no section of the communications law designed for it. The FCC can regulate interstate fees of a wired tv service, if it chooses, but intrastate service is something else.

The Commission might get at intrastate wired tv, it is suggested, because some spurious though negligible radiation would emanate from distribution lines. But it is the firm's opinion that the FCC lacks the right to regulate intrastate wired tv that does not affect, depend on or involve interstate wire communications.

The Commission might exercise control over intrastate wired tv companies, it is added, if it should decide to regulate rates of such companies operating on an interstate basis. Certainly, direct interference with interstate communications would be grounds for jurisdiction. Thus far, community antennas have not been regulated by the FCC but some states are asserting jurisdiction. They might even want to control rates. The opinion suggests FCC can control community tv as an adjunct to tv broadcast stations, an angle that could bring in wired tv systems if they get programs from tv broadcast stations.

While the FCC can't censor, this doesn't ban state censorship and a state can control broadcasting of information about criminal cases, it is said. As to program content, FCC can consider the subject in passing on applications. Criminal laws apply, too.

About taxes? The revenue code taxes tv sets 10% and this applies to decoding units, according to the opinion. Sales taxes vary from state to state. Another question involves the tax on admissions. The Revenue Service would have to decide if wired tv viewers are "admissions." The service would probably hold the tax would apply, especially if a program charge exceeded 50 cents, it is suggested. Another tax is the $10 per year levy on coin-operated devices, which raises the question of whether decoding cards used by customers could be called coin-operated devices.

The service has ruled community antenna subscribers do not have to pay an 8% communications excise tax (see story page 52).

THE JUNKET: IS IT WORTH IT?

Yes, respond 95% of time buyers polled in an on-the-spot B•T Survey

For the agency time buyer, the station junket is an institution as inevitable as cost-per-thousand, conflicting claims and hooch at Christmas.

It differs from its more frequently encountered cousin, the high-calory luncheon legendarily sipped with a broadcast salesman, in that instead of a few hours it usually takes a full day, and sometimes runs longer. It resembles Christmas in that usually it carries gimmicks and gifts along with the proteins and the pitch.

Just how valuable are these visits to individual stations on which the agencies do, do not, may or may not buy time?

Are they helpful to the buyer?

For the stations that sponsor them, do they lead to their obvious objective of creating new clients and extra sales?

In short, for both buyer and seller—or either—are junkets worth while?

To answer these and related questions, B•T went along on a station junket last week, followed the buyers through their day, and polled them on their reactions to the junket question. Included were leading buyers from top radio-tv agencies—buyers who, for the most part, are veterans of many a station junket. A good 90% returned questionnaires completed and signed.

The junket was sponsored by WCAU-TV Philadelphia (for one picture of the traveling party, see above).

To encourage completely candid replies, each panelist was assured that his answers would not be linked in any way with his name or that of his agency. Each also was asked to reply in terms of junkets generally, not any one trip in particular. Accordingly, taken all together, the returns may be viewed as a frank evaluation of The Junket, its usefulness and its drawbacks, based on the experience of buyers whose time purchases add up to multi-million-dollar investments each year.

The first thing the study showed was that for most respondents the junket is an occasional thing.

The average was eight trips per person during the last year, but this "average" obviously was inflated by a handful of buyers who had made an uncommonly large number of station visits—largely at their own arrangement rather than that of stations. One respondent, for instance, said he had made at least 125 station visits—124 of them on his own initiative.

A similar preponderance of self-arranged visits was found to exist in all cases where the number of trips ran unusually high. Thus, of the *overall* "average" of eight trips per person during the past year, a little more than six were initiated by the agency people as against slightly less than two by the stations they visited.

Discounting the figures for those who had averaged two or more station visits per month over the last 12 months, the average number of station visits during the past year came to a little more than three per person. These were divided almost equally between visits arranged by the station and visits arranged by the agency, with station-arranged trips a little more numerous.

"On the whole, do these trips help you in your work?"

On that point the answers were almost unanimous: approximately 95% said "yes." The rest were divided between "no" and "maybe."

There also was general unanimity in theme, if not in wording, in response to the question: "What features of these trips do you find most helpful?"

The consensus could be summarized thus:

Seeing the station's facilities and becoming familiar with its operation, meeting its people, seeing and getting the feel of the market as well as the station.

A dominant line of reasoning was that "getting to know the station people personally" means that "you and they become faces instead of names," and consequently when problems arise they can be "straightened out on a more friendly basis." Another noted that junkets also offer the opportunity to "straighten out at first hand" any problems that may be pending at the time.

Station personalities as well as station management and staff personnel ranked high on the list of people buyers want to meet. Others added that meeting people who live in the community also is helpful, as is getting acquainted with retailers and their stores "where clients' products are sold."

Several specified the value of watching local tv programming and, in the case of radio, studying programming methods and formats.

On the other side of the coin, the buyers were asked what junket features, if any, they found to be "not helpful."

Many were reticent on this point, but most answers came down to this:

Too much entertainment, too much pitch.

One panelist capsuled the objectionable features thus: "(1) cocktails; (2) success stories of a local storm window company; (3) unnecessary blast at the competition."

Others included:

"Lack of summary material. Sometimes too much time is consumed. . . ."

"The prolonged sales pitch—result of inferior research. . . ."

"Long speeches quoting statistics which would be more useful in printed form (with) reference only given in the speeches. . . ."

Sometimes there were conflicting answers. While several thought stations made too strong a pitch for themselves, at least one panelist felt that "as long as visit is arranged, there should be more of a pitch . . ."

As the payoff question pro and con on junkets, the buyers were asked: "Generally, do these trips result in your buying more time on the stations that sponsor them?"

The answer was "no" by better than two

STORY CONTINUES ON PAGE 39.
PICTURES OF WCAU-TV JUNKET ON PAGE 38.

HOW DO YOU BUY TIME?

There's been a lot of talk lately about the pros and cons of various time-buying techniques, but we can't get excited. For, whether a station is selected by slide rule, or rule of thumb, one TV station in Shreveport keeps popping up as *first choice*. That station is KSLA-TV.

And let the facts come out of an electronic computer or someone's hip-pocket, they add up to the same thing. KSLA-TV is the Shreveport TV station which . . .

. . . always *dominates* the *audience*
. . . operates *full-power* with a *clean, clear* picture
. . . is a BASIC affiliate of the *No. 1 Network*
. . . promotes *consistently*
. . . programs *imaginatively*
. . . and, carries *TWICE* as much national spot.

No wonder the
method that suits the timebuyer best,
suits us just fine too!

KSLA-TV
channel **12**

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager

HOW WCAU-TV RUNS A JUNKET

MISS Philadelphia, Eleanor Herling ("Moulin Rouge" costume plugs WCAU-TV film), serves Ed Parmlee and Grace Porterfield of Benton & Bowles. Standing: Jean Jaffe, Lennen & Newell, and Alice Wolf, Burke Dowling Adams.

WCAU-TV artist Sam Faier (tricked up as Toulouse-Lautrec) sketches Bob Williams of CBS Tv Spot Sales on the Tuesday morning train.

NEW YORKERS see features of Philadelphia's past, present and future. The Commercial Museum shows how things will look on completion of the city's "Six-Year Plan."

LUNCHING at the Phila. Country Club, Patricia Franz, CBS Tv Spot Sales, amuses stags from Dancer-Fitzgerald-Sample, Ted Bates, Compton Adv., Cunningham & Walsh and McCann-Erickson.

POST-PRANDIAL station pitch was delivered live and on film at WCAU-TV studios. Here puppeteers Paul and Mary Ritts are introduced by Charles Vanda (background), the station's vice president in charge of television.

PILGRIMS stop at Independence Hall to see the Liberty Bell after their hour at WCAU-TV studios.

IT was cocktails and candlelight dinner from WCAU-TV footmen at the Old Customs House at day's end Tuesday.

Story continues from page 36

to one, and another sizable group was on the fence.

There were qualifications to some of these answers.

For instance one respondent, who must be judged in the "yes and no" category, noted that his answer would be yes "if it's a problem of vhf-uhf or of terrain or tower location," but that it would be no "if it's one of three vhfs in a 3-network vhf market."

Another, also "yes and no," pointed out that it all depends "on how it fits an individual product's needs" at a particular time.

Yet another, clearly a no-man, added the proviso that, "obviously," in those cases where he himself arranged the trip, "it was for the purpose of clearing time, so I did buy more time on that station."

By percentages, the buyers' answers to this question—do these trips generally result in their buying more time on the stations that sponsor them?—broke down as follows:

No	48.8%
Yes	23.0%
Not Necessarily	12.8%
Yes and No	7.7%
No Answer	7.7%
	100.0%

As always, in any group, there was a wag or two. Here, he was the buyer who reported that to him the most helpful feature of any junket was "getting a feeling of the local market by visiting all local taverns and nightclubs." And the most unhelpful feature, he reported tersely, was: "The girls."

For a pictorial account of what happened on one specific junket, see facing page, and for pictures and story on yet another trip, page 40.

Radio-Tv Held Responsible For West Coast Agency Merger

Radio-tv activity is directly responsible for the newly-announced consolidation of Raymond R. Morgan Co. with Fletcher D. Richards' West Coast division, which is effective Sept. 1 [At Deadline, Aug. 19], according to the principals.

In the union, the Richards' wholly-owned West Coast division becomes Harrington, Richards & Morgan with offices in Los Angeles and San Francisco.

According to President Eugene I. Harrington, the move will "position" the Richards agency for further west coast expansion while providing it with a "strong Hollywood television facility as a counterpart to our present New York operation."

The Richards agency will pick up about $3.5 million additional billing, increasing the company's total annual billing to more than $25 million. Of this amount, approximately $5.2 million is in radio-tv.

In the absorption, Raymond B. Morgan, founder of his agency, becomes operating head of the new division, and Alfred E. Smith, Fletcher D. Richards' vice president, continues in charge of the San Francisco office, and Robert Temple, former executive vice president of Morgan, becomes a Richards vice president and manager of the Los Angeles office.

PHARMACEUTICALS BUYS WILLIAMS CO.

- **New radio-tv money: $3 million**
- **Parkson gets most of billings**

Pharmaceuticals Inc. (Geritol, Sominex, Serutan, Zarumin, RDX), New York, has acquired the name, plants and products of J. B. Williams Co., Glastonbury, Conn. It may mean $3 million in new money for radio-tv.

The stock purchase amounting to $3.9 million follows by 26 days the issuance of a letter to Williams stockholders by the firm's president, Charles T. Lipscomb Jr., in which he made public the negotiations between officers of the two companies. Mr. Lipscomb then noted that "our cash position is not such that the company can undertake the advertising program and other major expenses which seem indicated in the highly-competitive market in which we operate." The letter said that Pharmaceuticals had offered a "fair" price of $9 per common share and $18.50 per preferred. There were an estimated 350,000 common shares and more than 40,000 preferred involved in the sale.

Pharmaceuticals Inc. said Thursday that Williams Co.'s management would continue and that no immediate personnel changes would be effected.

Both Pharmaceuticals and Williams are extensive radio-tv advertisers. Over the last year, J. B. Williams operated on a $2 million advertising budget of which 50-60% was in broadcast media. Pharmaceuticals in 1955 billed a total of $7.3 million of which an estimated $6 million was in broadcasting; currently, it bills a total of $9.2 million, spends $8.1 million in broadcasting of which $7.5 million is in network tv—CBS-TV's *To Tell the Truth*, NBC-TV's *Twenty-one*, and other shows, past and future. This fall, it will sponsor a new panel-quiz starring Hal March on NBC-TV titled *What's It For?*

The Williams company, which manufacturers lather and brushless shaving creams, men's deodorants, Lectric shave lotions, Aqua Velva, barbers' professional toilet-goods, Conti shampoo products, Skol suntan products and Kreml hair tonics and shampoos, has used principally spot broadcasting over the past few years. Exceptions have been sponsorship of CBS-TV's *Phil Silvers Show* for six alternate weeks last January-February, filling in for vacating Amana freezers, and various sports programs via MBS last year. Television spot campaigns for Williams—notably for Ice Blue Aqua Velva—have been placed in roughly 43 markets. While bullish on radio in 1956, Williams has made very little use of that medium this year.

According to Pharmaceuticals, Williams' total advertising budget for fiscal 1958 will be increased to $5 million, of which "over 75%" will be in radio-tv. It will share costs on *Twenty-one* and *To Tell the Truth* billboarding as "Pharmaceuticals Inc. and the J. B. Williams Co. present . . ." Spot activities have been undecided inasmuch as the contract was signed only last Wednesday.

Affected by Pharmaceuticals' acquisition are the following agencies: J. Walter Thompson Co., New York, which has been servicing Williams for all products but Conti (Kreml was assigned to JWT from Monroe F. Dreher earlier this year), which will lose all domestic billing to Parkson Adv., New York, but will retain control of the $1 million billing Williams does internationally. Tv and radio are used in Canada, Cuba and Hawaii, among other areas. Doherty, Clifford, Steers & Shenfield, New York, which had been billing an estimated $425,000 on Conti products (75-80% in broadcasting, all spot tv in 8-9 markets), will lose the hair products, which also will be assigned to Parkson. All account switches become effective about Nov. 1.

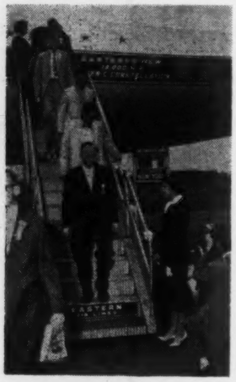
Pharmaceuticals Inc., a family-owned company, is headed by Matthew B. Rosenhaus, brother of Irving R. Rosenhaus, president and owner of WAAT-WATV (TV) Newark. Since its founding in 1935 as the Serutan Co., Pharmaceuticals Inc.'s history seems to have been one of acquisitions, mergers and sales. Among its acquisitions: *Journal of Lifetime Living* magazine, Nutrex Co., and Low-Calory Food Corp. Last March, Pharmaceuticals sold Hi-V Corp., manufacturer of frozen fruit juice concentrate, to Henry Pape Inc., a New York food distributor. Total Pharmaceutical sales for 1956 may be expected to come to $31 million, with a sharp increase to be registered next year on account of the Williams acquisition.

Bymart-Tintair Sets $1 Million For Tv Over Next 12 Months

Bymart-Tintair Inc., New York, manufacturer of Tintair hair colorings and other hair preparations (Beauty Set Curl Creme), now billing an estimated $500,000 in spot tv, may be expected to be spending $1 million in that medium over the next 12 months.

So reports Product Services Inc., New York (see story, page 42), Bymart-Tintair's agency, which currently is in the process of lining up tv stations in 25 markets preparatory to launching "right after Labor Day" a "Hats off to Tintair" filmed spot campaign featuring Hollywood dancing star Vera Ellen. Miss Ellen, former M-G-M and Sam Goldwyn performer and now with Allied Artists, will be seen not only in a series of one-minute and 20-second tv filmed announcements, but also will promote Tintair via personal appearances in markets such as Los Angeles, Atlanta, Buffalo (N. Y.), Washington, Philadelphia, St. Louis, Boston, Dallas, Toledo (Ohio), Charleston (W. Va.), Chicago, Huntington (W. Va.), Cleveland, New York, Minneapolis, Charlotte (N. C.), and Kansas City. Eighteen markets have been bought so far; 32 stations will be used.

Miss Ellen will appear in dance sequences as well as "hard sell" pitches. There is talk in the agency that she may be used, additionally, as star of a packaged 15-minute musical series to be seen on "a tv network" in 1958. Agency President Les L. Persky declined to name the network.



TIMING'S CRUX OF TIME BUYERS' TRIP

Careful planning and a down-to-the-minute schedule are the ingredients of a successful promotion for timebuyers, if the experience of WCDA (TV) and WROW Albany-Schenectady-Troy, N. Y., is any example.

The stations reported that 130 timebuyers from New York and Boston attended their third annual "Day at the Saratoga Races" August 14. The trip, billed as "all play and no work," was literally that for the timebuyers, who were flown to Albany, spent a day at the track, were served supper, and flown back to home base.

Station hosts, however, were on a tight schedule, with events planned to the minute. In New York, buses met the timebuyers and took them to Idlewild, where a chartered Eastern Airlines Constellation and a Mohawk Airlines Convair were waiting, with coffee ready and bars set up. The Boston contingent was flown in by TWA. Met at the airport in Albany by three mayors, the group then piled into buses which took them, with police escort, to the track.

At the track, station hosts saw that all guests had drinks, name tags, ball point pens, racing forms, and tout sheets prepared as a gag by the stations (which managed to come up with one winner).

One luncheon and eight races later, buses were ready and waiting. The Boston group had to be taken to the airport to catch a return flight for Boston; some New York guests had to catch an early plane. The remainder of the group was taken to the Shaker Ridge Country Club outside of Albany, where the day's schedule of food and drink was continued. At exactly 8:45, the buses were again on hand to get the last contingent back on the Constellation for New York. Drinks and dinner were served on the plane—with buses on hand as the plane landed to take the group back into the city.

The track was clear and the weather fair—the timebuyers picked some winners, some also-rans—but those were the only things that the stations left up to chance.

Hosts for the event were: Tom Murphy, general manager of the stations; George Perkins, manager, WROW; Bill Lewis, WCDA sales manager; Al Fiala, WROW sales manager, and Harry Goldman, promotion director for WCDA.

CHECKING *the odds at lunch before the races: (clockwise, l to r) C. G. Pogan, program manager, WCDA; Harry Goldman, promotion manager, WCDA; Helen Thomas, Street & Finney; Frank Silvernail, BBDO; Gert Scanlon, BBDO; Vera Brennan, Sullivan, Stauffer, Colwell & Bayles; Stephen Suren, SSC&B; Elenore Scanlon, BBDO, and J. W. Knodel, Avery-Knodel.*

TIME-OUT *between hors d'oeuvres: Marie Fitzpatrick and Roger Hutzenlaub, both with Young & Rubicam, N. Y., compare notes on their day at the track. The setting was the buffet supper hosted by WCDA and WROW.*

KLM Airline Drops 3 Agencies In Switch to Erwin, Wasey & Co.

Another major airline advertising account has flown its agency. But this time the switch affects four agencies, two in New York, a third in Amsterdam, Holland, and a fourth in London. As a result, radio-tv may get an expanded budget in the U. S. next spring.

The advertiser: De Koninklijke Luchtvaart Mattschappij or KLM—better known in the U. S. as Royal Dutch Airlines. The agencies: Charles W. Hoyt & Co., Erwin, Wasey & Co., Crawford Ltd., and Smit Abvies Bureau. Effective Jan. 1, KLM will leave Hoyt, Crawford and Smit and settle with the world-wide offices of Erwin, Wasey. The move, attributed by KLM Advertising Director Hans Fisher to a desire by the company to have its advertising placed by one agency instead of the three now concerned, will cost Hoyt alone approximately $1 million billing, of which $75-100,000 was in broadcast media, all spot radio with a minor exception.

Hoyt, which has had the account since 1946, was responsible for all KLM advertising in the Western Hemisphere; Crawford Ltd., London, serviced KLM in what is commonly known as "The Sterling Bloc," or those nations where the pound sterling represents the staple currency. The Smit agency serviced KLM for the rest of Europe and Asia. Erwin, Wasey & Co., New York, will handle KLM for Canada, the U. S. and Central America; its Rio de Janeiro office will place KLM in South America, and its London office will cover the Eastern Hemisphere, although there is a possibility Erwin, Wasey may call in a "correspondent agency" (associate) in Holland to provide for smoother liaison and surmount the Dutch language barrier.

KLM's Mr. Fisher last week said the airline had "discovered" radio only in recent years and placed most if not all its radio allocations on "long-hair music stations" such as WQXR New York, but also used WNEW New York, a pop music station. It hasn't yet fully explored tv, although it did sponsor a WRCA-TV New York travel series featuring *Esquire* magazine's Travel Editor Richard Joseph. Although Erwin, Wasey hasn't formalized any media plans for the new account, Mr. Fisher declared it is possible the budget for North America—and consequently radio-tv in the U. S.—would be increased next April. "We especially like the new media," Mr. Fisher said, "but we have our budget limitations."

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

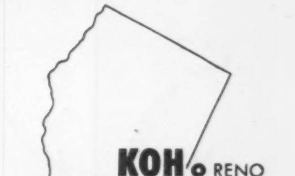
Herb Williams

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Nielsen and SR&D)

They serve this amazingly rich inland market with an effective buying income of more than $4.6 billion — more than Washington (D.C.) metropolitan market — and with a value of farm products sold greater than Minnesota. (Sales Management's 1957 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative


KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

FIRST TAKER • Nestle Co. (Nescafe), White Plains, N. Y., bought first participations on ABN's *Herb Oscar Anderson Show* (Mon.-Fri., 10-11 a.m.), new vehicle in network's projected all-live music format. Buy, for three weekly segments, is effective Sept. 4. Firm also signed for three segments of ABN's *Breakfast Club* (Mon.-Fri., 9-10 a.m.), effective Sept. 3. Agency: Bryan Houston, N. Y.

FORD RENEWS • Ford Div. of Ford Motor Co. has renewed its sponsorship of NBC-TV's *The Ford Show*, starring Tennesse Ernie Ford (Thurs. 9:30-10 p.m.), according to William R. Goodheart Jr., vice president, NBC Television Network sales. The 52-week contract is effective Oct. 3 and was placed through J. Walter Thompson Co. New York.

CARBON COPY • National Carbon Co. (Prestone anti-freeze and Eveready batteries), N. Y., reportedly signing with ABC-TV for two John Daly newscasts (Mon.-Fri., 7-7:15 p.m.) per week during October, three episodes of *Sugarfoot* (alt. Tues., 7:30-8:30 p.m.) in October and November and *Navy Log* (Thurs., 10-10:30 p.m.) on Oct. 24. Agency: William Esty Co., N. Y.

FOUR ON ABC-TV • Sweets Co. of America, Hoboken, N. J., has signed to sponsor four ABC-TV programs in daytime periods, starting in fall. Order, described as "multi-million dollar" transaction, was placed through Harry Eisen Adv., N. Y. On behalf of Tootsie Rolls, Rockwood Chocolates and other candies, Sweets Co. will co-sponsor *Superman* (Mon. 5-5:30 p.m.); alternate weeks of *Wild Bill Hickok* (Wed., 5-5:30 p.m.), *The Buccaneers* (Fri. 5-5:30 p.m.) and *Tales of the Texas Rangers* (Sat. 5-5:30 p.m.).

AIMING BOTH BARRELS • Flav-R-Straw Inc., Mount Vernon, N. Y., making its first use of network television, has signed to co-sponsor ABC-TV's *Tales of the Texas Rangers* next season (Sat. 5-5:30 p.m. EDT). While continuing company's policy to reach children, new program also will aim at adult market. Series is produced for Screen Gems Inc. by Colbert Clark. Agency: Ruthrauff & Ryan, N. Y.

TV TO TOP ALL • Nestle-Lemur Co. (hair, toilet preparations), N. Y., increasing tv spot activity, with possible $250,000 budgeted for remainder of year. Tv budget for 1958 is figured at $600,000-700,000, equivalent of all-media budget for 1956. Agencies: R. T. O'Connell Co. and Lewin, Williams & Saylor Inc., both N. Y.

CLOAK AND DAGGER • Mennen Co. has signed to sponsor ABC-TV's *O.S.S.* series (Thurs. 9:30-10 p.m. EDT), according to Slocum Chapin, vice president in charge of sales for ABC-TV. "Cloak and Dagger" series is based on Office of Strategic Services of World War II. The series, being filmed at National Studios, near London, England, is an LSQ production in association with Flamingo Films. McCann-Erickson is agency.

THE MALE ANIMAL • American Institute of Men's and Boys' Wear, N. Y., will launch new $1,000,000 campaign for advertising male apparel using magazines and a radio spot schedule on 200 station *Monitor* NBC Radio network. Radio schedule will support the magazine series which runs from Aug. 17 through Oct. 20. BBDO, N. Y., is agency.

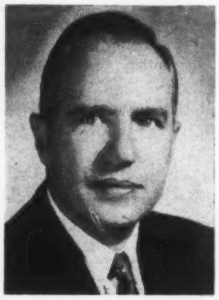
Product Services Agency Ends Time Barters With Outsiders

A New York agency that does its own time-product bartering with tv stations last week declared "a moratorium" for the "rest of the year" on all barter deals offered by outside firms.

Product Services Inc., an agency that claims to be billing approximately $5 million a year in tv alone—90% of its total billings are in tv—last week went on record as saying that "most . . . if not all" of the propositions made by firms specializing in barter deals are of "a speculatory nature." Charges the agency president, Les L. Persky: "Their offers have been mostly conversational." He claimed the agency has "too much work on hand" right now to get into new barter deals.

Product Services Inc. is leasing two filmed series from Guild Films—*Kingdom of the Sea* and *Michaels of Africa*—which it is placing through barter in roughly 40 markets. The principal advertiser is Bymart-Tintair Inc (see separate story, page 39).

Morgens to Succeed McElroy As Procter & Gamble President



MR. MORGENS

Howard J. Morgens Jr. last Thursday was named president of the Procter & Gamble Co., to succeed Neil H. McElroy, newly appointed Secretary of Defense. Mr. Morgens had been considered the most likely candidate for the post since news of Mr. McElroy's appointment [B•T, Aug. 12].

Mr. Morgens, 46, had been executive vice president of P&G's United States operations. A Harvard graduate, he joined the P&G advertising department in 1933, became advertising manager in 1946. He was named advertising vice president in 1948, holding the post until he became executive vice president in 1954.

Sheaffer Pen Wants to Drop Remaining Re-runs of 'Lucy'

W. A. Sheaffer Pen Co., Fort Madison, Iowa, hopes to abandon alternate week sponsorship of *I Love Lucy* re-runs on CBS-TV (Wed., 7:30-8 p.m. EDT) before its 13-week contract expires Dec. 18. The cutback was ascribed to budgetary problems, it was understood.

Sheaffer notified CBS-TV of its decision and the network is trying to sell all alternate weeks of the series to another client, through next June if possible, for co-sponsorship with Gold Seal Glass Wax. The pen company was hoping to drop at least three or four of the *Lucy* programs, for which it previously negotiated, starting Sept. 18.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week Aug. 11-17. This is how they spent their time: *

59.4%	(73,127,000)	spent	1,482.1 million hours	WATCHING TELEVISION
59.8%	(73,620,000)	spent	1,114.1 million hours	LISTENING TO RADIO
78.5%	(96,641,000)	spent	395.3 million hours	READING NEWSPAPERS**
29.6%	(36,441,000)	spent	159.7 million hours	READING MAGAZINES
23.9%	(29,423,000)	spent	403.7 million hours	WATCHING MOVIES ON TV
50.2%	(61,743,000)	spent	260.3 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

** Newspaper readership is down from 81.8% (100,704,000 people) spending 422.9 million hours for Aug. 4-10 week due largely to the Boston newspaper strike (see page 81).

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · SAN JUAN · LONDON

Follow through!

One way to get better results . . . not only on the *tee* . . . but on TV! . . . is to "follow through" on your spot commercials.

By personal visits to local markets and stations, Y & R's Local Service Representatives often find better ways to integrate the commercial into programs.

They gather new information on the value of current time slots—bring about energetic, imaginative local merchandising—and return home with a picture of a client's spot activities all over the country.

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Television's top formula—crime detection—
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the all new, action-packed series
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Based on actual cases . . . filmed on the
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Hollywood and television's fast rising star,
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produced by the makers of

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REPRESENTATIVES IN: Beverly Hills,
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SOLD!

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Cleveland	KYW
Hartford	WTIC
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Philadelphia	WPFH
Phoenix	KPHO
Pittsburgh	KDKA-TV
San Francisco	KPIX

$600,000 SOLD IN FIRST TWO WEEKS!

SMATHERS WOULD BAR RADIO-TV FROM BMI OWNERSHIP, RECORDING

- **Bill may come up for Senate hearings next year**
- **BMI 'threatens caliber' of music, Floridian says**
- **ASCAP now using diversionary propaganda, BMI replies**

Sen. George A. Smathers (D-Fla.) last Wednesday introduced a bill (S 2834) which would amend the Communications Act to prohibit radio and tv stations from engaging directly or indirectly in the publishing of music or the manufacturing and selling of phonograph records.

SEN. SMATHERS

The bill, if it become a law, would force the networks and stations to divest themselves of their interests in Broadcast Music Inc., as well as recording companies owned by networks and/or their parent corporations.

Specifically, the legislation provides that no construction permit or license for a broadcasting station shall be granted or held by (a) any person or corporation engaged in, or which owns any interest in a corporation engaged in, the business of publishing music or of manufacturing or selling recordings of musical composition; (b) any corporation which directly or indirectly is controlled by any person or corporation engaged in the business of publishing music or of manufacturing and selling recordings.

Any licensee in violation of the bill, at the time it is passed by Congress, would be given a "reasonable time" to dispose of the interests placing it in violation. The amount of time would be determined by the FCC.

The networks, while not licensed as such by the Commission, would come under provisions of the bill because of their ownership of radio and television stations.

In introducing his bill, Sen. Smathers charged that for many years "the American people have been deprived of the opportunity to hear over radio and television all the music they may like to hear and frequently they are deprived of the opportunity of hearing new songs because those songs do not come from the right, or controlling [BMI] organization. This action has jeopardized to a great extent our entire musical heritage—and if continued, threatens the caliber of the music of the future."

Following the breakdown of negotiations in 1940 with the American Society of Composers, Authors & Publishers (ASCAP), the networks and stations formed BMI, Sen. Smathers said, "to create another source of music and at the same time pay ASCAP less. This was the beginning of the broadcasters' influence and control over the source of music, and it may be said the beginning of the end of the public's freedom to listen to all types and kinds of music unrestricted by monopolistic practices."

Citing figures from a hearing conducted by the House Anti-trust Subcommittee, Sen. Smathers said CBS owns 8.9% of the outstanding stock of BMI; NBC 5.8%, ABC 4.5%, Mutual 6.4%, network affiliated stations 64.2% and independent stations 10.2%.

Sen. Smathers, a member of the Senate Commerce Committee, to which the bill was referred, also hit ownership in recording companies by CBS and NBC. CBS Inc. owns Columbia Records while NBC's parent, RCA, owns RCA-Victor. "This interlocking combination, in my opinion, constitutes in and of itself a structure which —to say the least—is not in the public interest. Consequently, the public today, to a great extent is a captive audience. It is being force-fed a brand of music not always to its liking," Sen. Smathers charged.

"Had these practices been in existence in prior years, many great songs . . . might not have been available for the enjoyment of the public. This, indeed, emphasizes the great dis-service that is being done the public today."

[Although Sen. Smathers did not mention ABC in connection with recording companies, it recently began releasing records under the Am-Par label.]

"I am convinced that it is not in the public interest to have the networks and radio and television stations engaged in the music publishing and recording business," the senator stated. "This legislation is designed to save them from their own excesses. I hope something can be done by the proper committees of the Congress to ascertain why BMI was started and what it has done to good, decent American music since it has been in existence.

"Competition in the free enterprise system, which has made great contributions to this country's growth, economically and musically, is now being stifled and the general public is the ultimate loser."

Sen. Barry Goldwater (R-Ariz.) asked Sen. Smathers if he would not agree (1) that BMI was formed to get around paying royalties to ASCAP and (2) that "the airways of this country have been flooded with inferior music ever since BMI was formed." Sen. Smathers agreed on both counts.

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, although not taking a stand for or against the bill, said the matter is one his committee long has considered necessary for study. He said there has been some hesitancy to consider the subject "without there being before the Senate a bill such as the one the senator from Florida has introduced," because of the pending ASCAP court suit against BMI. "This is a matter of such importance to the people of America that I am sure by next January there will be very favorable consideration by the committee at least with regard to having hearings and discussing the bill fully."

Sen. John O. Pastore (D-R.I.), chairman of the Commerce Committee's Communications Subcommittee, said members of that unit's staff have been "documenting some of the allegations which have been made by persons who are interested in the bill." He said that when this investigation is completed, "if a hearing is merited, it will be held."

Sen. John F. Kennedy (D-Mass.) and Sen. Mike Mansfield (D-Mont.) also expressed the hope hearings will be held on the bill.

Also Thursday, Sen. Smathers stated that he has no pre-conceived notions but feels that networks should not own "the automobile and the gasoline, too." He said that all he is seeking is hearings on the bill during the next session of Congress.

In New York Thursday, all three of the radio-tv networks and ASCAP declined to comment on the measure. But BMI issued this statement Friday:

"It is unfortunate that a conscientious Senator has been misled by propaganda issued by members of ASCAP, who are suing BMI for $150 million in a private lawsuit.

"Sen. Smathers has assumed that a conspiracy exists between broadcasters and BMI under which broadcasters discriminate against ASCAP music. This is the charge in the lawsuit, and it is not true. Because it is not true and cannot be proved, the plaintiffs in the private lawsuit and their supporters are desperately trying to remove the issue from the federal court, the forum they themselves chose. They are seeking publicity which they hope will prejudice the trial.

"We will prove in the courtroom and, if necessary, before a Senate committee, that BMI was organized and is operated to create healthy competition in the music licensing field, formerly entirely monopolized by ASCAP. We will demonstrate that the overwhelming majority of phonograph records released and the overwhelming majority of performances that take place on the air are of compositions licensed by ASCAP and not BMI. We will prove that BMI stockholders do not play a higher percentage of BMI-licensed music than independent stations which own no BMI stock. We will prove that record companies affiliated with broadcasters do not record a higher percentage of BMI music than other record companies, even those that have affiliations with ASCAP.

"We had no communication with Sen. Smathers prior to his statement and the introduction of his bill. We are convinced that a dispassionate investigation of the facts will demonstrate that BMI has served as a constructive and democratic influence in the music world, and that composers and publishers are better paid and have more opportunities now than before BMI was founded."

"GEE! I'm going to buy that candy!"

He was watching Chicago's top rated daytime TV program—Network or Local — WGN-TV's "Lunchtime Little Theatre" (Average quarter hour rating, 8.3%—June ARB).

Top programming to deliver you the right kind of audience is our business.

That's why Top Drawer Advertisers use WGN-TV

Let our specialists fill you in on some exciting WGN-TV case histories, discuss your sales problems and advise you on current availabilities.

Put "GEE!" in your Chicago sales with

WGN-TV

CHANNEL 9—CHICAGO

Bray Again Requests Spectrum Use Study

"Recurring reports that the military establishment is going to request" tv chs. 2-6 prompted Rep. William G. Bray (R-Ind.) last week to call on Congress again to pass his bill (HJ Res 381) to set up a three man commission, to be appointed by the President, to study the present utilization of the radio spectrum [B•T, June 24].

Citing the ever-increasing crowding of the airlanes, Rep. Bray stated that "increasing demands of airwaves are perhaps even more of a problem. It is not a matter to be considered lightly and this resolution was put forth with very serious purposes."

Rep. Bray again attacked objections to his measure, and an identical one introduced in the Senate (SJ Res 106) by Sen. Charles E. Potter (R-Mich.), by Gordon Gray, director of the Office of Defense Mobilization [B•T, Aug. 12]. Mr. Gray said that the "programs for guided missiles, radar networks, earth satellites and other defense necessities will continue to cause an ever-increasing demand for radio frequencies."

"It is in this field that we are trying to provide some light," Rep. Bray countered. He said such a study is not uncommon in matters of great public interest. "Our government has not been and should not become a closed-door operation," he stated.

Rep. Bray also reported that the Bureau of the Budget, in replying to a House Commerce Committee request for comments, reported adversely on the bill (see editorial page 106) and endorsed the views of ODM.

"Should the stations on these channels [2-6] be forced to move, where would they go?" Rep. Bray asked. "If space were found for them in the uhf frequencies, it would greatly alter and impair their service and cause further bumping and jostling of other stations. Television is here to stay as much as the cold war; adequate service is a public demand which must be considered and met."

The President assigns frequency space to the government while the FCC takes care of non-government users "and there is no designated arbiter," Rep. Bray pointed out. "Should the President decide that the national interest required him to appropriate other portions of the radio frequency spectrum for the use of the government, public acceptance would surely be gained more quickly if a study of all available material by competent private persons had been made.

"The need for some independent study is apparent to me, and if Congress decides against the commission proposed, then some other body or a special committee of the Congress itself should be given the responsibility for it."

Both Rep. Bray and Sen. Potter previously had bitterly attacked ODM's objections to their measures. Sen. Potter called them "as phony as a $3 bill" and Rep. Bray claimed ODM's objections were the very reasons why such a study should be conducted.

SPOT RADIO now America's

Does Outdoor Advertising fit into your media strategy? Then budget ample funds for Spot Radio, America's No. 1 Outdoor Advertising medium today.

As an agency executive recently put it: "Radio today is not only the biggest outdoor medium, but the new outdoor poster."

Coppertone, Good Humor, General Motors Acceptance Corporation and major oil companies are among scores of advertisers setting new sales records by reaching outdoor America through spot-saturation in the new leading outdoor medium—RADIO.

EWING GALLOWAY PHOTOS

37,000,000 CAR RADIOS keep motorists in touch with local news and local weather—and with the sales messages of advertisers using local radio, another name for Spot Radio, top outdoor selling force.

OVER 20 MILLION PORTABLES purchased since 1945 enable outdoor America to make Radio part of any outing on beach, at park or in today's millions of pleasure-craft on the water.

No.1 Outdoor Advertising Medium

WHDH REQUEST WAGON
DIAL 850 ON YOUR CAR RADIO

EWING GALLOWAY

BY SPECIAL ATTENTION to tastes and needs of outdoor America, alert Spot Radio programming dominates out-of-home listening. As illustrated above left, many stations send mobile request wagons to pick up listener-requests at beaches and parks. Above, typical beach-scene at Atlantic City where—as at most beaches—portable radios keep advertisers in contact with outdoor crowds.

EWING GALLOWAY

SIX MILLION PLEASURE CRAFT make boating America's top family-participation sport, and provide advertisers with an outdoor audience of millions reached only by Radio. For a day on the water, the portable radio is essential as lunch-basket or fishing gear. To and from the water, much travel is on highways where no poster can be seen. But the car radio enables driver and passengers to read the Spot Radio message "loud and clear" night or day. In-home or out-of-home, America has Radio always at hand.

These major-market stations have standout records for sales to the gigantic audience, both in and out of home, that listens to America's 142,000,000 radio sets.

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Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Providence	WPRO
Seattle	KING
Houston	KILT
Cincinnati	WCPO
Kansas City	WHB
Miami	WQAM
New Orleans	WDSU
Portland, Ore.	KGW
Louisville	WKLO
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WJAX
Knoxville	WNOX
Wheeling	WWVA
Nashville	WSM
Binghamton	WNBF
Fresno	KFRE
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Tulsa	KRMG
Orlando	WDBO
Savannah	WSAV
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It takes five airlines and as many railroads to criss-cross huge, hustling KEL-O-LAND. It takes more than a million people to ring up its $1,220,150,000 annual retail sales. Yet Joe Floyd and his 101-man crew deliver all of KEL-O-LAND to you for your one wonderful single-market buy.

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KELO Sioux Falls CHANNEL 11
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KEL-O-LAND'S NEW, BIG RADIO VOICE IS KELO-AM
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Gen. Offices Sioux Falls, S. D. Represented by H-R

3 Defendants Deny Libel in L.A. Suit

Remarks about Los Angeles Police Chief William H. Parker and Capt. James Hamilton of the police intelligence squad, made by Mickey Cohen on the May 19 ABC-TV *Mike Wallace Interviews* program, were made "in good faith" and "without malice" and "as fair comment and criticism" of public officials, according to answers filed Thursday in Los Angeles Superior Court to the $3 million damage suit lodged by the two policemen [B•T, July 15].

The answer was filed on behalf of American Broadcasting-Paramount Theatres Inc., owner of ABC-TV, Philip Morris Inc., sponsor of the *Wallace* series, and N. W. Ayer & Son, the sponsor's agency, all defendants in the slander and libel suits of the police officers. Robert P. Myers of the Hollywood law firm, Lillick, Geary, McHose, Roethke & Myers, is defense attorney.

Mr. Parker is suing for $2 million damages, Mr. Hamilton for $1 million. Mr. Cohen, who long has waged a private war with the Los Angeles Police Department, and Mr. Wallace, who provided the opportunity for the remarks—which the police officials claim to be false, defamatory, slanderous, libelous and untrue—also are defendants in the suit but did not join in the common answers of the network, sponsor and agency.

These three defendants, in their answers, deny having "information or belief sufficient to enable them to answer" the allegations of the plaintiffs that Mr. Cohen's remarks, which allegedly reflected on the plaintiffs' "honesty, integrity, citizenship, morality, character, decency and standing in the community . . . were false and untrue." Lacking that "information or belief" and "placing their denial on that ground," the defendants "deny said allegation."

To the plaintiffs' charges that their demands for a retraction of the remarks were not met, the defendants point to the "retraction and apology" made May 26 by ABC-TV Vice President Oliver Treyz on the same program, the same stations and "in substantially as conspicuous a manner as were the statements broadcast and claimed by plaintiffs to be libelous on the broadcast of May 19."

This "retraction and apology constitutes a complete defense" to plaintiffs' complaints, the answers declare.

Stating that they acted in good faith and with due care in that they had no control over the allegedly defamatory statements made on the May 19 telecast, the network, sponsor and agency say that the program was a "privileged broadcast" under California law, "made without malice to persons interested therein by persons who also are interested and by persons who stand in such relation to the persons interested as to afford a reasonable ground for supposing the motive for such broadcast to be innocent with reference to a matter of public interest and concern, namely the official conduct and qualifications of the chief of (or a captain of) the police department of the City of Los Angeles."

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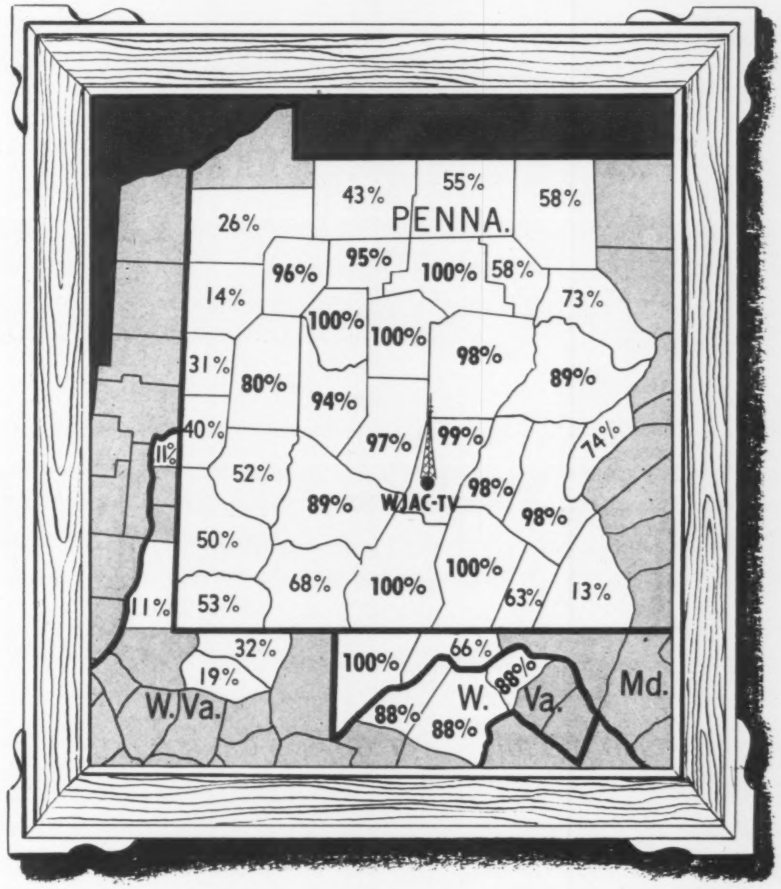

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80% to 100% coverage in 20 of these counties!*
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Sure, you get top coverage with WJAC-TV, but to make the picture even brighter, you get amazing audience loyalty and program appeal! In the Johnstown-Altoona area, during the 7:00 to 11:00 p. m. period, WJAC-TV leads in 105 periods, while the competition leads in only 7. Put yourself in this picture—cash in on Pennsylvania's 3rd TV market with WJAC-TV.

*Nielson Coverage Services—Report No. 2 (monthly coverage percentages)

Ask your KATZ man for full details!

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
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A leading soap manufacturer buys a thousand viewers for just 58c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa
ABC-TV for Eastern Iowa
The Cedar Rapids Gazette Station

REPRESENTED NATIONALLY BY WEED TELEVISION.

***Based on February ARB Survey.**

Community Tv Users To Get Excise Refund

Subscribers of community antenna systems no longer have to pay an 8% federal excise on their service bills, according to a ruling published by the Internal Revenue Service in Washington.

Claims for refund of such taxes paid over the past three years (maximum retroactive period) may come to as much as $16 million. This is a "purely conjectural" figure, however, according to the National Community Television Assn., which said that because of the variables involved, NCTA is unable to give an estimate of the possible claims figure.

The new ruling, which revokes one established in 1953, is based on two federal court decisions in suits contesting the levy. The suits were filed by customers of community antenna systems after tax appeals were denied.

Subscribers of the 610 community systems in the U. S. for the most part have been paying the communications tax through antenna operators, who turned collections over to the government each quarter. Refund claims may be filed collectively through operators or individually.

Some 400,000 homes are equipped for community tv service at present. The average monthly charge for the service is about $3.50, according to Edward P. Whitney, executive director of the National Community Tv Assn.

The ruling IRS reversed was based on the section of the Internal Revenue Code which imposes the excise on "wire and equipment service." The new ruling specifically excludes from the communications tax "wires leading from a central television receiving antenna to the premises of subscribers."

The new ruling is not applicable to closed-circuit pay tv systems, an IRS spokesman said. When the question of taxing closed-circuit subscription sets came up last year, IRS ruled that closed-circuit subscribers must pay the 8% tax.

Under the law, broadcasting stations and networks are exempted from the communications tax on users of telephone wire. These are in the business of furnishing programs to the general public, whereas the IRS considers closed-circuit systems to serve "limited audiences," and therefore are not entitled to the code's exemption granted commercial broadcast service.

The IRS spokesman pointed out also that the new ruling on community systems involves antenna service, whereas closed-circuit operation is based on wire alone.

KREM-AM-FM-TV Sale Filed At FCC in $2 Million Deal

The $2 million sale of KREM-AM-FM-TV Spokane, Wash., by Louis Wasmer to KREM Broadcasting Co. [B•T, July 15]. was filed last week for FCC approval. KREM Broadcasting principals are Dorothy S. (Mrs. A. Scott) Bullitt, 40%, and King Broadcasting Co. (KING-AM-FM-TV Seattle), 60%.

Mrs. Bullitt owns 72.56% of King Broad-

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If you produce, buy, sell, or use films, you'll appreciate this **automatic film footage & cost estimator.** It's a "slide rule" for the film industry . . . a fast, easy way to figure footage, frames, running time, and processing costs for 16 mm or 35 mm film. The "estimator" and instructions are yours **without cost or obligation.**

16MM/35MM MOTION PICTURE FILM RUNNING TIME—FOOTAGE—COST ESTIMATOR 16MM/35MM
Set running time in minutes over arrow. Read footage and total cost in other two cutouts
RUNNING TIME
MINUTES
or
Set footage opposite arrow. Read running time and total cost in other two cutouts
36 feet per minute
FOOTAGE
90 feet per minute
Unit Price Per Foot
COST
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SECONDS—FOOTAGE—FRAMES CALCULATOR 16MM/35MM
SECONDS
FRAMES

Producers, film buyers, editors, advertising agencies, TV stations, film production personnel: Kindly use this coupon or write on your business letterhead.

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Send me your FREE automatic film footage & cost estimator. No obligation, of course.

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521 W. 57th St., New York 19, New York
Circle 6-0210

casting, which in turn owns Pioneer Broadcasting Co., licensee of KGW-AM-FM-TV Portland, Ore. Mr. Wasmer, who will remain with the Spokane stations as a non-stockholding president, estimated the value of the KREM properties at $629,250. KREM is on 970 kc with 5 kw day, 1 kw night; KREM-FM operates with 4.8 kw on 92.9 mc, while ABC-TV-affiliated KREM-TV oprates on ch. 2 with 100 kw.

Also filed last week was the sale of KTBS-AM-FM Shreveport, La., by George D. Wray Sr. and sons to Foster & Assoc. for $200,000. Not involved in the sale is ch. 3 KTBS-TV. The Wrays also own 30% of Crescent City Telecasters Inc., one of three applicants for ch. 12 in New Orleans.

Foster principals include B. R. McClendon, 85%; Gordon McLendon, 10%, and Dorothy M. Manning, 5%. The McLendons also own KLIF Dallas, KILT Houston and KTSA San Antonio. Net worth of KTBS-AM-FM was listed at $31,671. The am station is affiliated with NBC and operates on 710 kc with 10 kw day and 5 kw night; the fm outlet is on 96.5 mc with 14 kw.

POTTER SEES PAY TV BACKLASH

The U. S. government has made a "virtual promise" to the television set owner "that broadcasting would be a free service in his home," Sen. Charles E. Potter (R-Mich.) stated in a speech prepared for Friday delivery from the Senate floor.

"The proposals for pay tv . . . have caused the proponents of pay tv to launch and sustain one of the most aggressive and calculated publicity campaigns in the history of American industry," Sen. Potter said. "Further growth of television to its full potential as a medium of vital influence on our republican form of life will depend upon the availability of more space to be allocated to free television if we are to have a fully competitive system. These various proposals run absolutely counter to this basic theory of the legislation which established America's broadcasting system. They propose, in effect, to usurp some of the limited free time that is now available and supplant it by a sort of domestic slot machine operation which would require the people to pay" for something they now get free.

Sen. Potter, a member of the Senate Commerce Committee, noted that at various times there have been charges of "monopolistic" practices in the broadcasting industry. "I do not happen to believe this is true," he said, "and I am confident that an analysis of the ownership of America's 510 television stations would reveal that they are held by diversified interests covering a wide span of social, political, economic and religious persuasion.

"Conversely, however, any system of subscription tv closely held and controlled by the purveyors of specified types of box-office programs [boxing, baseball, movies] could in time develop into the kind of monopolistic practice with which our Dept. of Justice has had to deal in the past in the field of entertainment."

Pointing out the "phenomenal growth" of the television industry, the senator said that it has cost $190 million to construct "this nationwide service" and that the public has invested $15 billion. This investment was made by the individual "on the assumption that he was buying an instrument over which he would receive free programs

1956 TV REVENUES $896.9 MILLION, UP 20.4%, FCC REPORTS

Television broadcasters last year rang up $896.9 million in revenues, a 20.4% increase over 1955, according to FCC compilations released last Thursday. In addition, 1956 profits (before federal income taxes) amounted to $189.6 million, a 26.4% rise over 1955.

The 1956 data included the three major tv networks with 15 owned and operated outlets plus 459 other stations. The 1955 totals were based on four networks (DuMont ceased operations in September of that year) with 16 owned and operated outlets and 421 other stations.

The networks and their 15 stations accounted for about 49% of the industry's total revenues last year, taking in $442.3 million. In bettering their 1955 revenues by approximately 18%, the networks and their stations also put profits in 1956 about 26% above 1955. Last year's income figure before federal taxes was $85.4 million.

The 95 pre-freeze vhf stations had 1956 revenues of $260.7 million, 13.3% higher than the preceding year. Profits for this group last year was $89.7 million, about 10% more than in 1955.

Total 1956 revenues of the 364 post-freeze station (269 vhf and 95 uhfs) came to $193.9 million or 21.6% of the entire industry revenues. In 1955, post-freeze stations accounted for about 19% of the industry business.

A further breakdown of the post-freeze station report shows that the 95 uhf had a 1956 loss of $1.9 million (with revenues of $32.5 million) as compared to $4.5 million losses in 1955 (with $28.5 million revenues).

The 269 post-freeze vhfs had total revenues of $161.4 million, or 43.9% above 1955. Profits for this group in 1956 amounted to $16.4 million, up from $4.8 million in the preceding year.

TV BROADCAST REVENUES, EXPENSES AND INCOME: 1956, 1955, 1954
($ MILLIONS)

	[1]1956	[2]1955	[3]1954
	Broadcast Revenues		
Networks (including owned and operated stations)	$442.3	$374.0	$306.7
Pre-freeze television stations	260.7	230.0	200.9
Subtotal	703.0	604.0	507.6
Post-freeze television stations:			
VHF stations	161.4	112.2	60.0
UHF stations	32.5	28.5	25.4
INDUSTRY TOTAL	$896.9	$744.7	$593.0
	Broadcast Expenses		
Networks (including 6 owned and operated stations)	$356.9	$306.0	$270.2
Pre-freeze television stations	171.0	148.1	133.3
Subtotal	527.9	454.1	403.5
Post-freeze television stations:			
VHF stations	145.0	107.4	63.8
UHF stations	34.4	33.0	35.4
INDUSTRY TOTAL	$707.3	$594.5	$502.7
	Broadcast Income (Before Federal Income Tax)		
Networks (including 16 owned and operated stations)	$ 85.4	$ 68.0	$ 36.5
Pre-freeze television stations	89.7	81.9	67.6
Subtotal	175.1	149.9	104.1
Post-freeze television stations:			
VHF stations	16.4	4.8	—3.8
UHF stations	—1.9	—4.5	—10.0
INDUSTRY TOTAL	$189.6	$150.2	$90.3

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[1] 1956 data covers 3 networks and 15 owned and operated stations (includes two post-freeze uhfs); 95 pre-freeze stations and 364 post-freeze stations (269 vhfs, 95 uhfs).

[2] 1955 data covers 4 networks and 16 owned and operated stations; 93 pre-freeze stations and 328 post-freeze stations (225 vhfs and 103 uhfs). There were three networks after Sept. 15, 1955, when DuMont ceased network operations.

[3] 1954 data covers 4 networks and 16 owned and operated stations; 92 pre-freeze stations and 302 post-freeze stations (177 vhfs and 125 uhfs).

American fun Radio nets a big one . . .

Herb Oscar
audience
American Radio

The hottest new selling voice in radio today belongs to Herb Oscar Anderson.

Starting Monday, Sept. 2, the American Broadcasting Network will present the new **live** Herb Oscar Anderson Show 5 times a week, 10-11 A.M.

His show is **live** music—because survey after survey shows that this kind of lively entertainment is what the American housewife wants.*

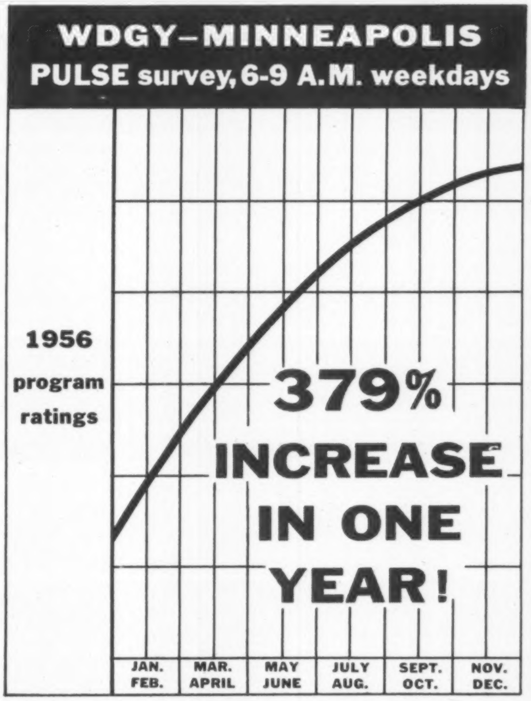
Herb Oscar Anderson brings to American Radio a magnetic personality and a proven record of sales success in the Minneapolis and New York markets. Now he goes Coast-to-Coast on American. With him each morning is singer Carole Bennett (**live**), baritone Don Rondo (**live**), The Satisfiers (**live**) and Ralph Herman's Orchestra (**live**). This is **live,** fun American Radio.

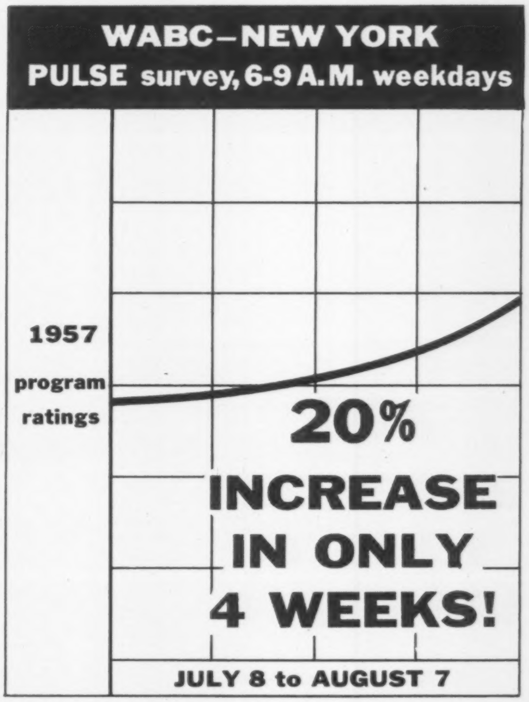
The pre-tested Herb Oscar Anderson show has pace and atmosphere—set to music the way the on-the-go American housewife prefers it.

*RAB Study of Radio and Housewives, March 1957

Anderson, pre-tested for and sales results, brings a new, live musical program

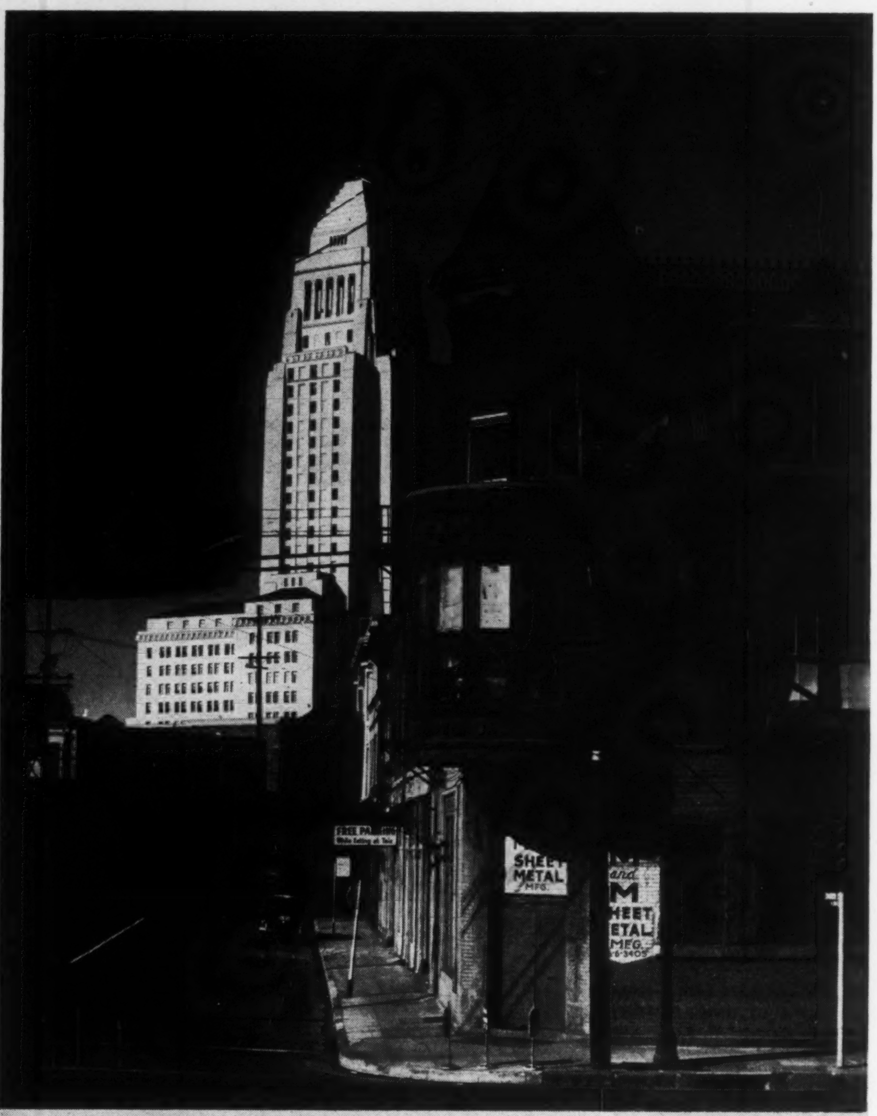
Here's how Herb Oscar Anderson puts zing into ratings:





the live one is

AMERICAN
BROADCASTING
NETWORK



POINT OF VIEW...

If you count all the people in Los Angeles, you've got a statistic.

If you move in close and take them one by one, you've got a story...

Paul Coates gets the story—and gives it—each night at 10:15 in a compelling new KTTV series, *"Hot Light"*.

Coates has the spot, too.

10:00 George Putnam
10:15 "Hot Light"
10:30 "First Show"

Here's television journalism by a pro... Paul Coates... whose Mirror column and syndicated "Confidential File" show guarantee a proven product.

An exposé or a crusade. Maybe a missing person story.

Controversial? Maybe...

Whatever happens, you can be certain that "Hot Light" will shove through the crowd and get some answers, because *people listen to Coates*...

Minutes and *Twenties* are available, within the show.

KTTV
Los Angeles Times-MGM Television

Represented nationally by BLAIR-TV

without further assessment other than that required for the maintenance of the set."

"He had every right to that assumption because it was this Congress which enacted legislation based upon the historic premise that broadcasting would be free. . . ."

Sen. Potter made it plain that his remarks were directed toward "the systems of pay television which would require the partial use of existing broadcast frequencies in order to operate." The major interest involved, therefore, "is the public interest—the public who in a sense own these channels insofar as they constitute a natural resource.

"It seems to me that the people themselves have voted resoundingly for this [free tv] system of home entertainment and education which has been designed along lines that are consistent with our traditional high regard for free media."

According to Sen. Potter, "the prospect of requiring a citizen to drop money in a slot in order to see and get to know candidates for public office is a dismal one indeed."

"The FCC has stated that it has jurisdiction in this matter under law and can authorize such a test. Whether or not this is so—and I presume that only the courts finally could decide—the American people certainly have jurisdiction, too—and their representation resides in this Congress. The promoters of pay television have told the Commission that tests such as have been proposed are not entirely satisfactory to them . . . They want to include more cities and facilities than originally were conceived; they want to extend the period of such tests from as little as two to as much as 10 years. Obviously, in other words, they are seeking a test that would give an opportunity to go into business on a permanent basis.

"My own position with respect to pay television that would utilize frequencies allocated for public broadcasting is well known. I am opposed to it. I am opposed also to any utilization of these frequencies for some sort of fanciful trial run that leads inevitably to a derogation of the public interest . . .

"Rather than expend further public funds on seeking a method by which we can limit the time available for free television, we should be bending all of our energies to untangling the current allocations problems in order that more facilities will be available to serve more people, to give them greater choice and to enable more advertisers to sell their goods and services . . ."

WALKER'S BLACK GOLD

Oil, 75-100 barrels of it an hour, now is the primary interest of former FCC Chairman Paul Walker, an original member of the Commission who served a total of 21 years before his retirement in 1953. Mr. Walker, who lives in Norman, Okla., struck oil on a farm he bought 43 years ago and on which he now owns only subsurface rights.

ANOTHER FABLE OF PROFITS*

(The Golden Haze of Dog Days)

ONCE UPON A TIME there was a station manager who thought Dog Days would never end. As the temperature rose, his sales sunk to yearly lows . . . he was sopped with frustration from his head to his toes.

Then, one hot day while beating the Madison Avenue bushes, he met the friendly Bolling man, who quickly cooled his ire by explaining the best methods of spot conditioning his air.* Today, with his new leash on life, he scoffs at the weather in comfort and ease.

The moral of this story is . . . Whether its cold, or whether its hot; Bolling's for *you,* weather or not.

**Re Rise in Revenues, Write us*

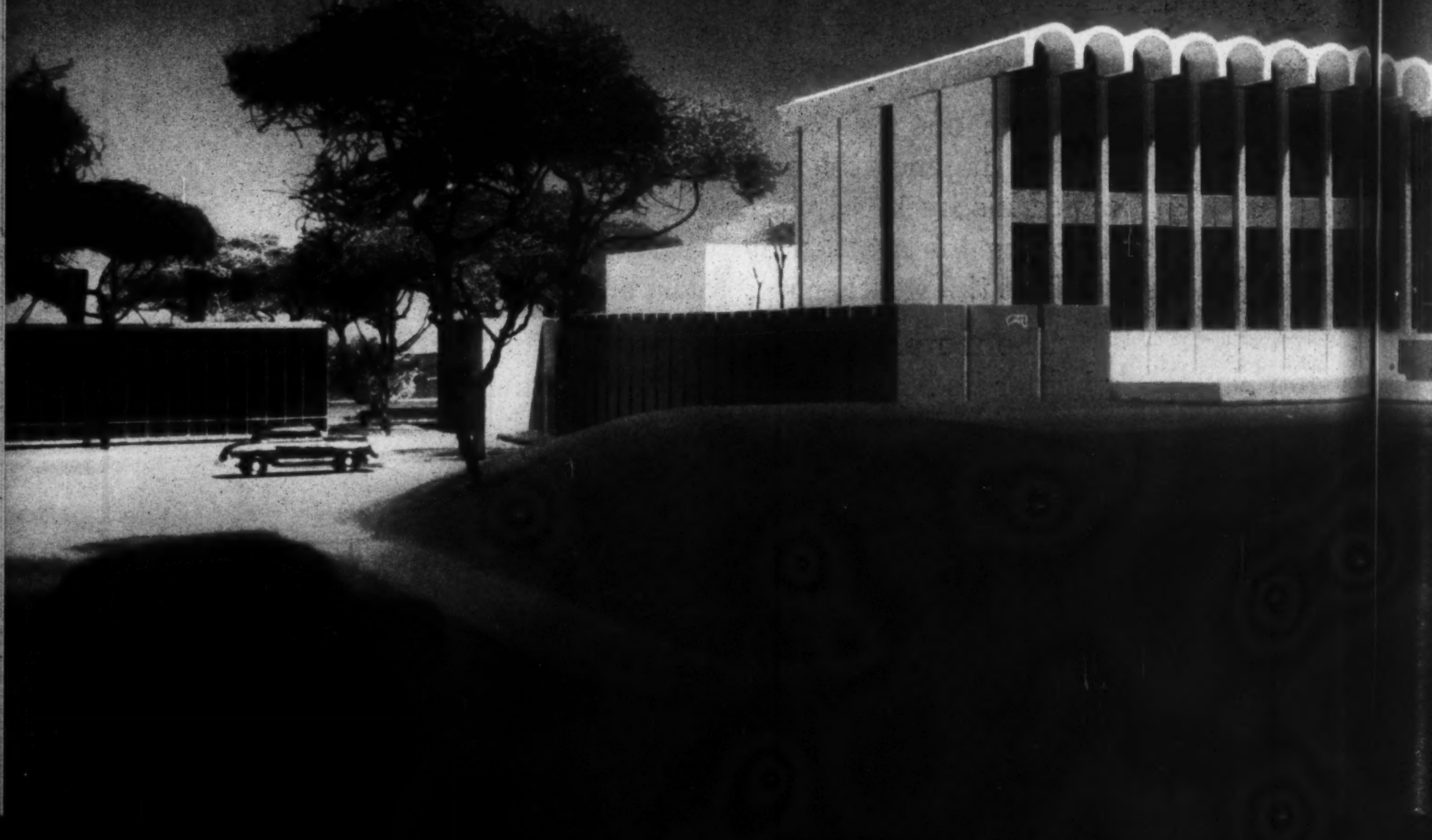
THE BOLLING COMPANY INC.

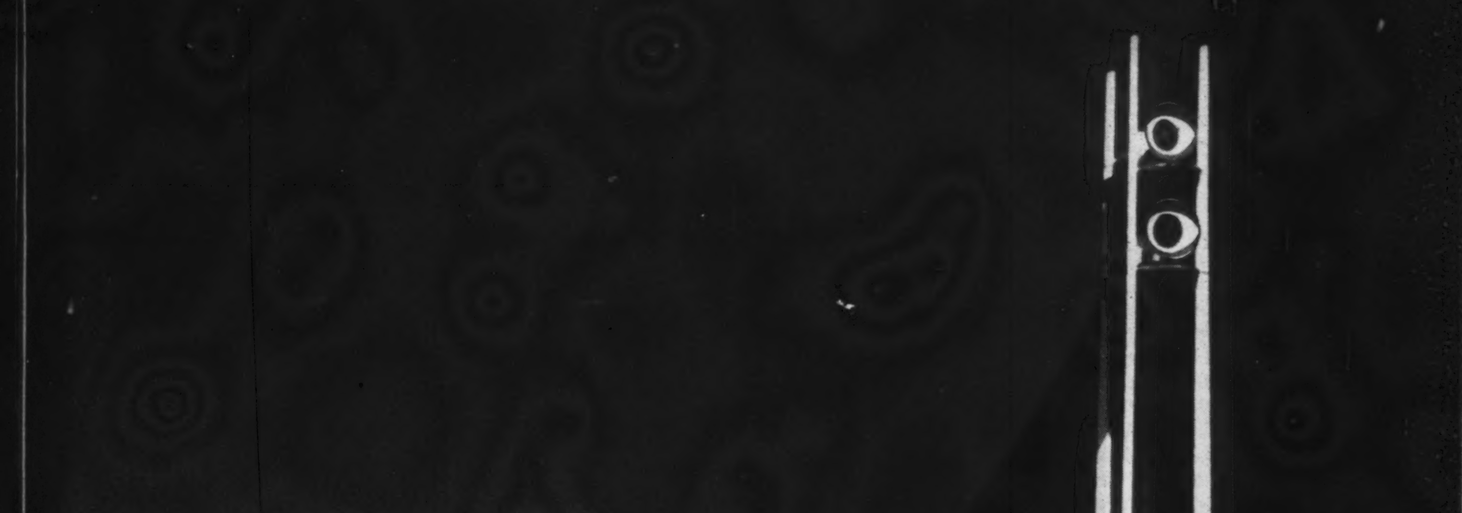
STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO

The future home of KMOX-TV, CBS TELEVISION in St. Louis, designed to "reflect through its programming the aspirations, common interests and entertainment desires" of the nation's tenth largest television market.





WHICH TV STATION

Dominates

SOUTH BEND?

THE SOUTH BEND-ELKHART TELEVISION AUDIENCE

RANK	PROGRAM	WSBT-TV	STATION "A"	STATION "B"
1.	I Love Lucy	57.5		
2.	I've Got A Secret	44.5		
3.	Red Skelton Show	43.1		
4.	Perry Como Show		43.0	
5.	G. E. Theatre	41.7		
6.	Hitchcock Presents	40.9		
7.	Playhouse 90	40.5		
8.	December Bride	39.6		
9.	Gunsmoke	39.0		
10.	$64,000 Question	39.0		
11.	Climax	36.9		
12.	Lassie	36.4		
13.	The Millionaire	35.2		
14.	Brave Eagle	33.5		
15.	Zane Grey Theatre	32.5		
16.	Your Hit Parade		32.5	
17.	Jack Benny	31.7		
18.	Ed Sullivan	31.4		
19.	The Lineup	30.3		
20.	Loretta Young		29.7	
21.	Burns and Allen	29.5		
22.	Bob Cummings	29.1		
23.	People Are Funny		28.9	
24.	What's My Line	28.5		
25.	To Tell The Truth	28.5		

Latest ARB Rating — April 21 thru April 27

WSBT-TV carries 14 of the top 15 television shows in the South Bend market; 21 of the top 25; 37 of the top 50! One audience study after another proves that WSBT-TV dominates the South Bend television picture. You just don't cover South Bend unless you use it Write for detailed market data.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV SOUTH BEND, IND. CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

U. S. Will Allow 24 Newsmen To Enter Communist China

The United States' self-imposed news blackout on Red China lifted slightly last week, just enough to present 24 newsmen the opportunity to penetrate the Bamboo Curtain.

The State Department announced last Thursday it will permit 24 full-time American newsmen to travel to Red China for six months or longer on an "experimental basis."

The State Dept.'s permission did not include photographers, but officials said there is nothing to prevent newsmen from taking cameras with them. Ted Koop, president of the Radio-Television News Directors Assn., issued a statement lauding the action as "a great step forward," but added regrets that the department did not see fit to include cameramen in the group. The statement expressed the hope that this point would be reconsidered.

Among organizations authorized to send reporters are ABC, CBS, Mutual, NBC, and the news services, plus several specified newspapers and magazines. In response to a State Dept. poll, all said they wished to send a correspondent for the trial period.

In a statement explaining its decision, the State Dept. said that "new factors . . . make it desirable that additional information be made available to the American people respecting current conditions within China." If Red China permits the newsmen to enter, a point which had not yet been assured, it will end an eight-year ban on American coverage there. U. S. correspondents were ousted by the Communists in 1949. Last year the Reds invited some American correspondents to visit the Chinese mainland temporarily. Although the newsmen wanted to go, the State Dept., with President Eisenhower concurring, refused to allow them.

For Unnamed Sum, Straus Ends Opposition to Sale of KERO-TV

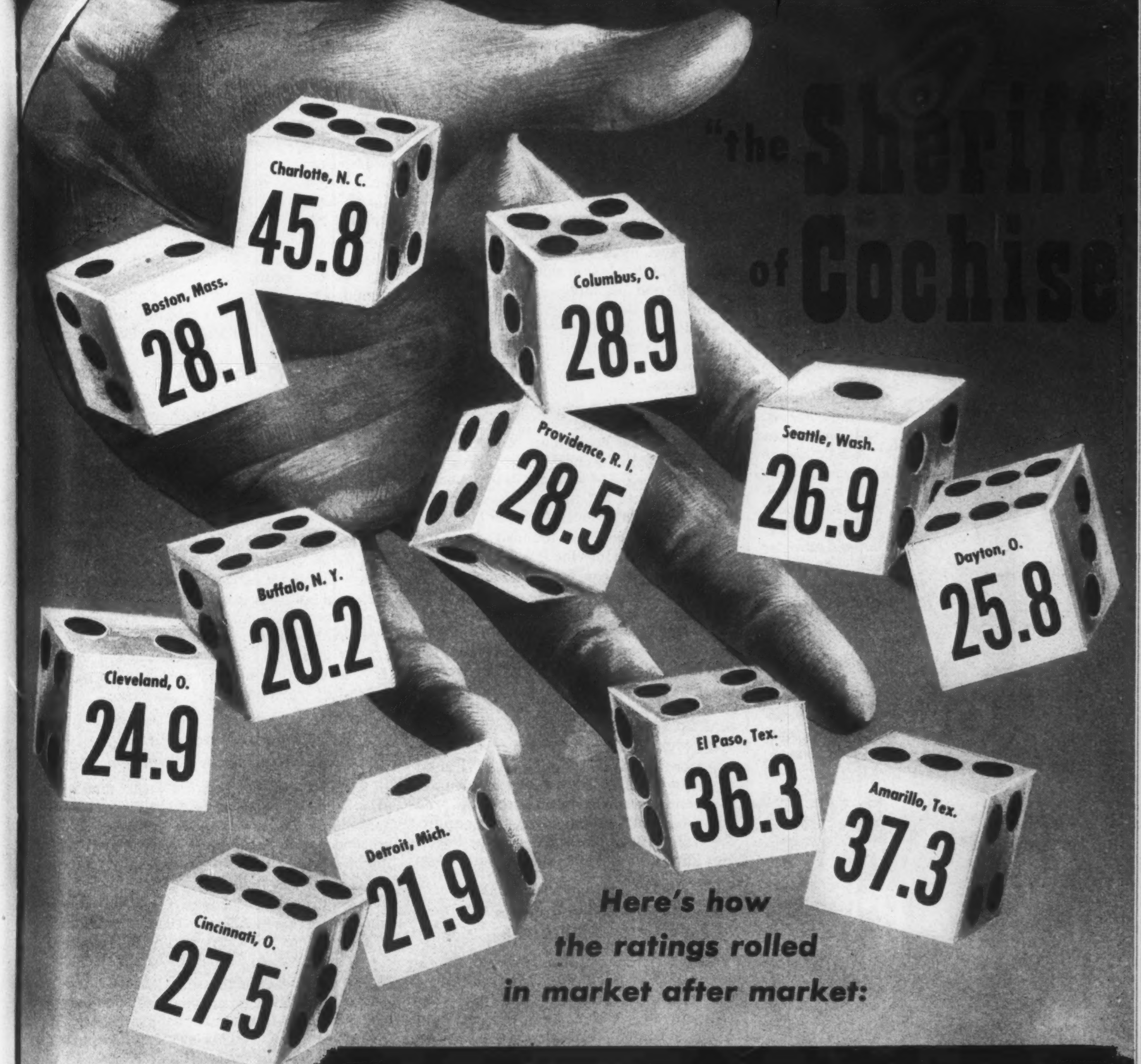
Robert K. Straus last week withdrew his long-standing court suit against Kern County Broadcasters Inc. for its sale of KERO-TV Bakersfield, Calif., to Wrather-Alvarez Broadcasting Inc. (KFMB-AM-TV San Diego), and promised not to tie up the deal any longer [B•T, April 29].

Albert DeYoung, Kern County Broadcasters president and 51% stockholder, last week said his firm had paid Mr. Straus an undisclosed sum and that Mr. Straus will cease his court and FCC efforts to block the sale. This action cleared the way for final consummation of the ch. 10 sale to Wrather-Alvarez, already approved by the FCC.

Mr. Straus had gone to the U. S. District Court for Southern California, claiming a previous contract with Kern County Broadcasters for his purchase of the station for $2,250,000. He also had asked the FCC to refrain from acting on the sale pending the outcome of the suit. Mr. Straus owns about 10% of WITI-TV Milwaukee.

WHY GAMBLE...

when you can bet on a sure thing...
and the surest thing in TV today is

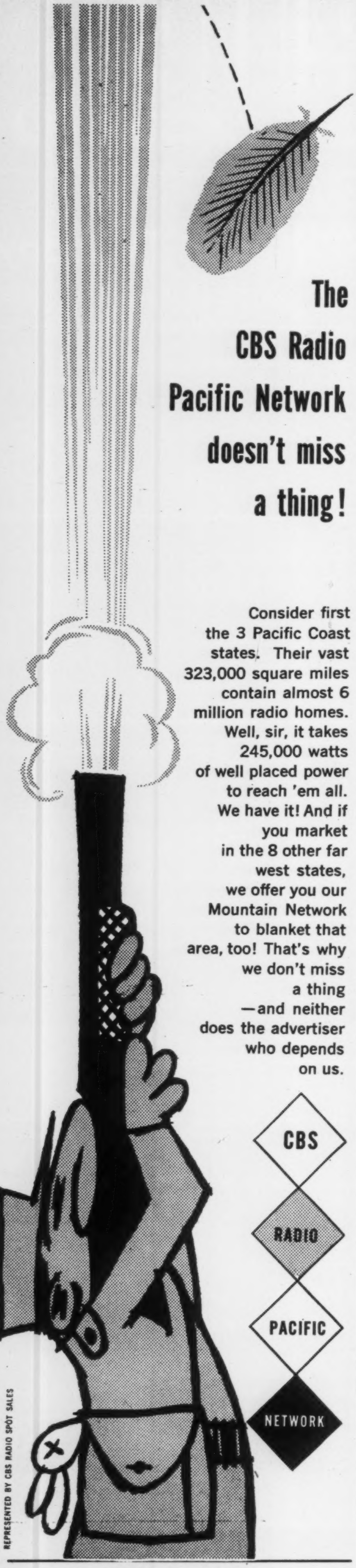

"the Sheriff of Cochise"
Charlotte, N. C. 45.8
Boston, Mass. 28.7
Columbus, O. 28.9
Providence, R. I. 28.5
Seattle, Wash. 26.9
Dayton, O. 25.8
Buffalo, N. Y. 20.2
Cleveland, O. 24.9
El Paso, Tex. 36.3
Amarillo, Tex. 37.3
Detroit, Mich. 21.9
Cincinnati, O. 27.5

Here's how the ratings rolled in market after market:

So successful is this great adventure series produced for NTA by *Desilu* that 39 *New* episodes are now being made!

NATIONAL TELEFILM ASSOCIATES, INC.
60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE PLAZA 7-2100

Harold Goldman, vice president in charge of sales


CBS
RADIO
PACIFIC
NETWORK
REPRESENTED BY CBS RADIO SPOT SALES

The CBS Radio Pacific Network doesn't miss a thing!

Consider first the 3 Pacific Coast states. Their vast 323,000 square miles contain almost 6 million radio homes. Well, sir, it takes 245,000 watts of well placed power to reach 'em all. We have it! And if you market in the 8 other far west states, we offer you our Mountain Network to blanket that area, too! That's why we don't miss a thing —and neither does the advertiser who depends on us.

AAP Corp. Net $1,237,628 For First Half of 1957

A bright sales picture coupled with substantial earnings for the first half of this year were reported last week by Associated Artists Productions Corp.'s newly-elected President Eliot Hyman, who succeeds Louis Chesler in the post. Mr. Chesler continues as board chairman.

MR. HYMAN

For the six months, net income was $1,237,628, or 76 cents a share on 1,637,236 shares outstanding. Gross revenues totaled $26,660,000, of which $25,840,000 represented contracts with tv stations for the lease of films.

Only two months ago, AAP reported a total of $21,782,000 in sales, covering a 10-month period beginning in June 1956 and ending with the first quarter of this year [B•T, July 1]. At that time, AAP had anticipated a $3.5 million net profit for this year. Presumably, then, AAP's financial chart is right on course.

Also reported by Mr. Hyman: a continuing reduction of AAP's bank debt that was tied to the acquisition of the Warner Bros. library in July 1956. Up through the first quarter, a $14 million bank loan had been whittled to $11 million. Now, the obligation has been reduced to $9,620,000.

Mr. Hyman in 1947 founded Associated Artists Productions Inc., a subsidiary of AAP Corp. He has been president of the subsidiary since the parent corporation's reorganization last July. Mr. Hyman for 12 years had been president of York Microstat Corp., which has played an important role in developing microfilm for engineering use, and has an extensive background in the production and financing of such motion pictures as "Lost Boundaries," "Moulin Rouge" and "Moby Dick."

According to Mr. Hyman, AAP has entered into $26,750,000 worth of contracts representing lease arrangements for the products it has distributed since the firm acquired the Warner Bros. film rights and the Popeye film library from Paramount Pictures Corp. (in June 1956).

CBS-TV Film Sales Reports 'Gray Ghosts' Sold in 75 Cities

CBS-TV, which had hoped to inject "an adult eastern" titled *The Gray Ghosts* into the network season this fall, but which failed to attract a major advertiser, seems to be doing much better on sales, now that it has placed *Ghosts* as a first-run syndicated series.

In a report issued last week by Thomas W. Moore, CBS Television Film Sales general manager, the company said it had racked up sales to date in 75 markets, with 100 market sales not far off.

Gray Ghosts is a Lindsley Parsons Productions Inc. property filmed in Hollywood and distributed nationally by CBS-TV Film Sales. On Aug. 17, Leslie Harris, CBS-TV Film Sales vice president and Mr. Parsons signed a deal whereby the Parsons organization will deliver approximately $1.5 million worth of half-hour shows to CBS over the next eight months. Included are four pilot films for series scheduled for sale next spring.

The series, which will begin showing Oct. 10, has been purchased by Habitant Soup Co., Manchester, N. H., in New England; Welch Grape Juice Co., Westfield, N. Y., in Northern California, Oregon and Washington; Blue Plate Foods Div., Wesson Oil & Snowdrift Sales Co., New Orleans, in Louisiana and Alabama; Tarno Meat Packers in Florida; Brown Velvet ice cream in Louisiana; Adam Dairy in Missouri, and Freihofer and Richters bakeries in Philadelphia and San Antonio, respectively.

Department, chain and grocery stores sold include Foley's in Texas; Sears, Roebuck & Co. in California; Loblaw's Supermarkets in upstate New York; Colonial Stores in the Carolinas, Georgia and Alabama; Wynn-Dixie in Florida, and others. Gunther Brewing Co. has signed for Virginia and Washington, D. C., exposure; Lee Optical Co., Wichita; Waggner's Jewelry Store in Amarillo, Tex., and Holmes Pontiac dealership in Shreveport.

The new series deals with the Civil War exploits of Confederate Col. John S. Mosby, about whom stories were revived over the past few years by Virgil Carrington Jones, manager of the Washington D. C., public relations office of Curtis Publishing Co. *(Saturday Evening Post, Holliday)*. Mr. Jones, who was retained by Parsons to act as advisor on the filming of the series, wrote the two Henry Holt & Co. books, *Ranger Mosby* and *Gray Ghosts and Rebel Raiders,* on which the series is based. An executive of Holt said last week that Mr. Jones had signed for no tv rights, but that the tv series was "loosely based upon" the "idea" of *Gray Ghosts and Rebel Raiders.* He added that Holt would effect merchandising tie-ins with several of the sponsors.

SG Sells 'Horror' Package To Nine Stations in Week

Screen Gems claimed last week that its new "Shock" package of 52 Universal-International "horror" movies has been sold to nine stations in the first week offered on the market. The business reportedly represents nearly $2 million in sales.

The Columbia Pictures Corp. tv subsidiary purchased 600 pre-1948 films from Universal Pictures Corp. earlier this month [AT DEADLINE, Aug. 5, B•T, Aug. 12].

For promotional impact, "Shock" pictures will have a national day-and-date premiere with four of the stations (WABC-TV New York, WCAU-TV Philadelphia, KTLA [TV] Los Angeles and KRON-TV San Francisco) leading with the same "horror" movie early in October and marking the start of what is labeled "National Weird Week." The picture most likely for this exposure is "Frankenstein," the original Boris Karloff thriller. Other pictures in the package: "Dracula," "The Invisible Man," "Werewolf of London" and "The

35 years

of leadership

in South Texas Radio

We at WOAI take pride in more than a generation of service and sales to South Texans. We are proud, too, of the rich oil and agricultural land we live in — peopled by millions who rely on us for the kind of news, entertainment and information that makes life better in South Texas.

BEST BUY EVER!
YOU CAN BUY 10 PRIME
1-MINUTE ANNOUNCEMENTS
A WEEK FOR $170

NCS No. 2 SHOWS WOAI
HAS MORE LISTENERS:
MONTHLY, WEEKLY, DAILY

WOAI HAS:

248% MORE RADIO LISTENING HOMES than San Antonio station #2

197% MORE *MONTHLY* LISTENING HOMES than San Antonio station #2

184% MORE *WEEKLY* LISTENING HOMES than San Antonio station #2

203% MORE *DAILY* LISTENING HOMES than San Antonio Station #2

Count 50% counties — count all counties — count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS (and lots of bonus area, too)!

CLEAR CHANNEL · 50,000 WATTS

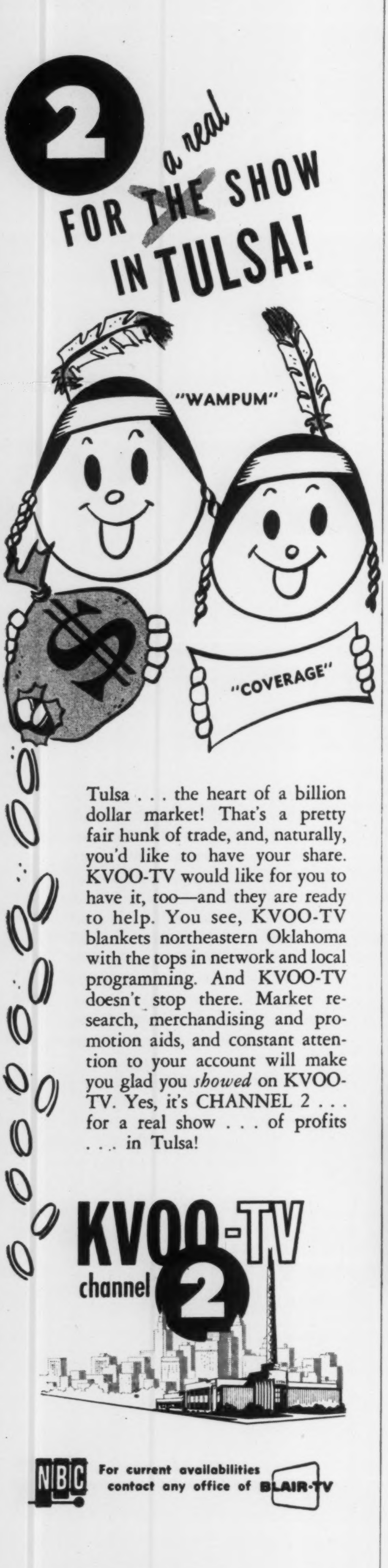
WOAI

SAN ANTONIO

NBC AFFILIATE

Represented Nationally by

EDWARD PETRY and COMPANY, INC.



Tulsa . . . the heart of a billion dollar market! That's a pretty fair hunk of trade, and, naturally, you'd like to have your share. KVOO-TV would like for you to have it, too—and they are ready to help. You see, KVOO-TV blankets northeastern Oklahoma with the tops in network and local programming. And KVOO-TV doesn't stop there. Market research, merchandising and promotion aids, and constant attention to your account will make you glad you *showed* on KVOO-TV. Yes, it's CHANNEL 2 . . . for a real show . . . of profits . . . in Tulsa!

For current availabilities contact any office of BLAIR-TV

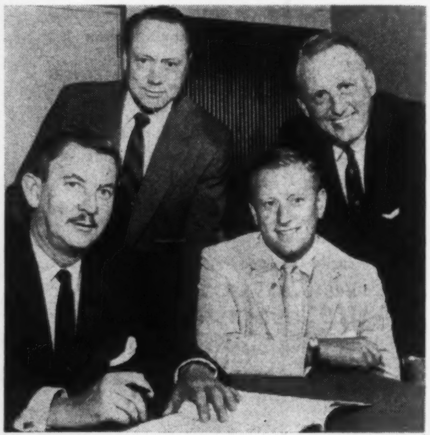
Mummy." Other stations signed for the package are KBTV (TV) Denver; KENS-TV San Antonio; KTNT-TV Seattle-Tacoma; KCRA-TV Sacramento and KBAK-TV Bakersfield, Calif.

If They See It First on Tv, They Stay Away From Movie

Are rave reviews for tv dramatic programs necessarily indicative of guaranteed success of adaptions at the movie house box office? No, say several members of the film industry, who feel the public will not pay for something they already have seen free.

Cases in point: United Artists Corp.'s "Twelve Angry Men" and "Patterns," both based on tv scripts by, respectively, Reginald Rose for *Studio One* and Rod Serling for *Kraft Television Theatre;* U-A's "The Bachelor Party" based on a Paddy Chayefsky script for the old *Philco-Goodyear Playhouse;* Allied Artists' "Dino," again by Mr. Rose; M-G-M's "The Catered Affair" based on another Chayefsky script; M-G-M's "Edge of the City," based on Robert Alan Arthur's "A Man Is Ten Feet Tall," a Philco-Goodyear effort.

These films, while all enthusiastically greeted by reviewers, have floundered at the box office. While thematically, these movies may seem a somewhat heavy diet for patrons used to light entertainment, film executives declare, the fact remains that people will not pay to see something that at one time was "free." Consequently, Hollywood, while still eager for young tv writers, such as Gore Vidal, Messrs. Chayefsky, Rose, Serling, and others, is doing some double-thinking about purchasing new properties which initially received tv exposure.



BRINGING the West to the West, with a renewal of National Telefilm Assoc.'s *Sheriff of Cochise,* is the White King Soap Co., Los Angeles. Signing the contract for showing in approximately 35 western markets are (seated, l to r): Bob Redd, radio-tv vice president for Erwin, Wasey Co., L. A., agency for White King; Berne Tabakin, NTA west coast vice president; (standing, l to r) Larry Nolte, White King advertising manager, and Lou Peterson, account supervisor at Erwin, Wasey.

Ray Robinson Cancels Bout Over C-C Rights

Middleweight Champion Sugar Ray Robinson danced into the headlines last week by calling off his scheduled Sept. 23 bout with Carmen Basilio at Yankee Stadium in New York. Mr. Robinson objected to a contract signed by promoter James Norris, president of the International Boxing Club, which gave Theatre Network Television Inc. rights to put the bout on via closed circuit theatre tv.

Mr. Robinson charged that Mr. Norris and the IBC required his permission and that he desired the tv to be handled by TelePrompTer. According to Mr. Robinson, Mr. Norris turned down the TelePrompTer offer. The boxer said he could earn more from TelePrompTer which, he said, had offered to guarantee the price of 400,000 seats.

Mr. Robinson, battling for a favorable decision, appealed to New York Gov. Averell Harriman, who Thursday said the dispute would be handled by the New York State Athletic Commission. The commission set a meeting for this morning (Monday).

Nathan L. Halpern, president of TNT, said his firm had entered into a "binding" contract with IBC for the exclusive closed-circuit telecast of the bout and that the telecast had been announced weeks ago; that a network of more than 150 theatres with more than 410,000 seating capacity had been organized and that tickets had been on sale in many theatre locations throughout the country. TNT, he said, would proceed with its plans for the fight.

Added Mr. Halpern:

"All of our agreements have been arrived at openly, in which principals have been advised by the promoter as to financial terms. I have the impression that it is not the size and experience of the network, but rather the private deal with one of the boxers by another closed circuit organization that is the crux of the problem. The private deal, offered at this late date, did not take into consideration the other fighter or the IBC."

More Than 50 Firms Licensed To Use Disney's Zorro Trademark

Walt Disney, who has perfected to an art the ability to get the longest-stretching dollar out of his properties through merchandising tie-ins, has effected another means of added revenue when *Zorro* premieres on ABC-TV Oct. 10.

Zorro, billed as an adult western, deals with an early Californian who leads two lives: one, as an educated gentleman, the other as a masked night rider, a sort of "gaucho Robin Hood."

Disney Productions' Character Merchandising Div. in New York last week said it had signed merchandising or royalty contracts with over 50 toy and game manufacturers, jewelry and novelty manufacturers, sales promotion firms and soft goods companies. All items will bear one relation or another with the main character of *Zorro* or with the hero himself. Among

TOP

TV IN LAS VEGAS FOR FOUR YEARS

KLASTV
4th Anniversary

ACCORDING
TO ALL
COMPLETED SURVEYS,
PULSE, ARB*

Four years of Undisputed Leadership . . .

Four years TOP coverage . . .* Four years TOP ratings.

TOP Power with 55,000 Watts

Four years TOP programming with the Best of CBS

AND OF COURSE

TOP promotion in the TOP morning newspaper in Southern Nevada, the Las Vegas Sun!

KLAS-TV CHANNEL **8** LAS VEGAS, NEVADA

CBS TELEVISION NETWORK

Represented by WEED TELEVISION

the Disney licensees: Am-Par (American Broadcasting-Paramount Theatres) Records; Capitol, Columbia, and Decca Records; RCA Victor, Louis Marx & Co. (toys), Dell and Whitman publishing companies, Simon & Schuster and a number of rubber, plastics and leather organizations.

All items bearing the Zorro brand will be out in time for Christmas, a Disney official explained last week.

Pet Exchange Programs Expand

The National Pet Exchange, radio and tv feature which finds homes for pets, is being made available to tv stations and sponsors in all major markets, according to an announcement last week by Frank P. Wright originator and director of the exchange. The program idea, used by Mr. Wright on the West Coast nearly 20 years, has the full endorsement of the American Humane Society, it was reported.

Harleigh Now Music Makers Inc.

Harleigh Music Merchandising, independent producer of musical commercials, will incorporate with a new trade name, Music Makers Inc., and occupy larger offices at 45 W. 45th St., New York, according to Mitch Leigh, president. Music Makers Inc. will continue to specialize in creating, arranging, scoring and producing musical commercials for radio and television.

NBC RADIO PLANS NEW RATE SET-UP

- **Rate features: participations, single; programs, two-class**
- **Letter to affiliates proposes full-network-only rates**

A new and simplified rate structure and accompanying changes in its formula for compensating affiliates are being worked out by NBC Radio, with Oct. 1 as target date for them to go into effect.

Details of the new rate card still are being polished, officials said, explaining that, therefore, specific examples of the new rates are not available. Affiliates, however, have been notified that the new card will have "these principal features":

"1. A one-class rate for network participations—the same day and night.

"2. A separate two-class rate for program periods, with slightly lower charges after 8 p.m. Monday-Friday than for all other periods.

"3. Rates for participations and program periods quoted for the full network only. with no individual station network rates."

In setting up a single rate for participations, NBC Radio followed the principle—one rate for day and night—adopted by the three other radio networks in 1955 but since adjusted by all three.

A few months ago, CBS Radio raised its daytime rates slightly while cutting nighttime charges; ABC Radio also has boosted some daytime charges, and Mutual, with its changes in program format and operating procedures earlier this summer, has instituted more or less flat rates for participating announcements.

While NBC Radio's new single rate for participations conforms with the concept adopted by the other networks a few years ago, its new rates for program periods, therefore, appear to follow the more recent trend in other networks' rates—that of somewhat lower prices at night.

Generally, it was felt that the rate realignment is essentially a bookkeeping operation designed to make the rate and discount structures simpler and that, at least at the outset, there would be relatively little difference in what the advertiser actually pays for NBC time.

There was no immediate official indication as to whether the third feature of the new rate card—rates to be quoted "for the full network only, with no individual station network rates"—would mean, as some observers felt it did, that advertisers must buy the full NBC Radio station lineup.

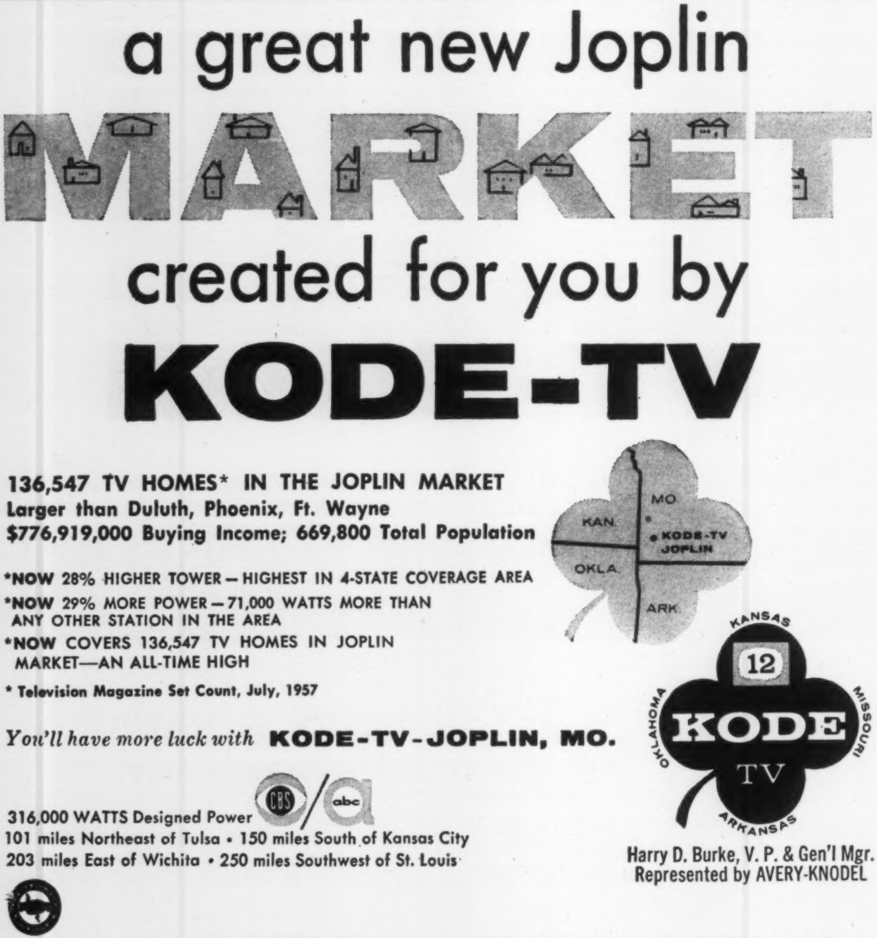
Affiliates have been told, in a letter dated Aug. 1 and signed by Harry Bannister, station relations vice president, that the new rate concept "is an easy-to-understand, easy-to-use rate structure—the simplest in the business—which reflects the actualities of present radio network sales and competitive situations."

The new station compensation formula—expected to get extensive consideration during the NBC Radio affiliates' general meeting in New York next month (about Sept. 10)—involves a revision of present affiliation contracts. And since Mr. Bannister told the affiliates that "we cannot operate under the new rates without the associated new compensation formula," effectiveness of both the new rate and the new compensation method presumably depend upon affiliate acceptance. Officials gave no details of affiliate reaction to date except to say that "it's going very well."

Mr. Bannister's letter said the new compensation formula, although "new and simplified" and "streamlined and straightforward," would pay the stations "at least the same amount of compensation as your present formula of the current volume and composition of business." To prove the point, he submitted calculations to each station comparing "compensation actually paid you on the NBC traffic you carried during the first quarter of 1957" with "the compensation which would have been paid under the new formula."

The letter affiliates received from Mr. Bannister described the new compensation method further:

"For increased volume, the new formula provides incentive payments. In keeping with the new rate structure, it pays the same compensation on daytime and nighttime sales. And instead of being based on 'equivalent hours' it is based on 'compensation units,' which reflects the fact



a great new Joplin MARKET created for you by KODE-TV

136,547 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
$776,919,000 Buying Income; 669,800 Total Population

*NOW 28% HIGHER TOWER — HIGHEST IN 4-STATE COVERAGE AREA
*NOW 29% MORE POWER — 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 136,547 TV HOMES IN JOPLIN MARKET—AN ALL-TIME HIGH

* Television Magazine Set Count, July, 1957

You'll have more luck with **KODE-TV-JOPLIN, MO.**

316,000 WATTS Designed Power
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis

Harry D. Burke, V. P. & Gen'l Mgr.
Represented by AVERY-KNODEL

A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville • WPAR, Parkersburg • WBOY, WBOY-TV Clarksburg • WPIT Pittsburgh

Reprinted from THE BOSTON AMERICAN, August 6, 1957

Tony Rates WEEI Tops

By ANTHONY LA CAMERA

IF I DIDN'T know any better, I'd have started worrying long ago about radio station WEEI. It doesn't blare out slogans; it doesn't identify itself with deafening jingles; the golf abilities of its personalities remain a dark secret; it doesn't live by lists of top tunes; its disinterest in barometric pressure amounts to sheer irresponsibility, and not one of its personnel has ever stepped inside a stock car.

Despite such palpable negligence, especially while so many other radio stations are striving to out-do each other with gimmicks, WEEI keeps rolling along without giving cause for worry. It consistently ranks 1-2-3 in ratings competition and, from the financial standpoint, it is enjoying its best year since World War II days.

So how come? Very simple. If WEEI doesn't have a slogan, it certainly has a policy—an insistence on balanced broadcasting. Aware that they can't please everyone at the same time, its programmers stick to an over-all schedule which includes network and local shows in just about every category.

As Boston's CBS affiliate, it runs the network's varied offerings of drama, mystery and adventure shows (CBS Radio Workshop, Suspense, Indictment, Gunsmoke, The FBI in Peace and War, and Yours Truly, Johnny Dollar), soap opera (Helen Trent, Ma Perkins, etc.), comedy, (Sez Who, the Stan Freberg Show, Amos 'n' Andy), variety (the Robert Q. Lewis and Rusty Draper shows), music (Woolworth Hour, Summer in St. Louis, World Music Festivals), news and information (Ed Murrow, Lowell Thomas, Invitation to Learning, World Tonight, Capitol Cloakroom).

All this and Arthur Godfrey, too.

Local Talent Featured

ON THE LOCAL LEVEL, WEEI maintains one of the few remaining house bands in American radio—the Frank Bell Orchestra, which provides accompaniment for Carl Moore's daily Beantown Matinee. This "live" program, in turn, has provided a rare opportunity for such local talent as baritone Bill St. Claire, the Hampton Sisters, Priscilla Howe, the Valenti Sisters, and Pat O'Day.

In its news, sports and feature departments, the station features such "live" personalities as Priscilla Fortescue, Charles Ashley, Ralph Morse, Ed Myers, George Richards and Fred Cusick. Sportscaster Cusick, who handled the play-by-play last winter for CBS-TV's hockey telecasts, will be reporting all the Boston College football games on WEEI next fall.

The station even prefers to consider those who spin records for it as personalities, rather than as disk jockeys. Whatever the classification, Tom Russell has been doing a fine platter-and-chatter job each morning; John Marion displays excellent musical taste on his Saturday-afternoon show, and Jerry Howard has a faithful late-evening following.

Anyway, it's quite obvious from the foregoing that balanced broadcasting—meaning the inclusion of something for everybody—can and does pay off in the long run.

WEEI-BOSTON *CBS Radio*

REPRESENTED BY CBS RADIO SPOT SALES

2

PIMITEOUI*

Illinois'
2nd Big Market

*OLD INDIAN WORD FOR PEORIA AREA
MEANING "LAND OF PLENTY"

In this industry-rich, farm-rich Peoria area, one station has the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ARB ratings for March, 1957 (17.1 all-day average compared to 13.3 for Station B).

abc

WTVH
CHANNEL 19
PEORIA, ILLINOIS

affiliated with PEORIA JOURNAL STAR

EDW. PETRY & CO.
NATIONAL REPS

that the bulk of all radio network business is in participations.

"A 'compensation unit' consists of 20 one-minute participations or their equivalent, with 30- and 6-second participations equal respectively to 75% and 30% of one minute, as at present. Time period sales are converted to 'compensation units' on the basis of each 60 minutes of time period sales (generally containing 12 minutes of commercial time) equal to 12/20th of 60% of a 'compensation unit.'

"With this basis, the compensation formula itself becomes very simple. The number of waived 'compensation units' in your new formula is equal to the number of waived hours in your present formula. In the succeeding paid brackets, each 'compensation unit' is compensated at the dollar amounts stated in the enclosed contract.

"Here is how we arrived at the dollar compensation-per-unit for the first paid bracket: We took your actual compensation for the first quarter of 1957 and your equivalent 'paid' hours of NBC traffic (after the waived hours). We converted these 'paid' hours into 'compensation units.' Then we divided the actual compensation by the number of these compensation units. The result is a dollar rate per compensation unit that has the built-in effect of maintaining your present compensation on present business; and for increased volume—reflected by the succeeding brackets—the rate of compensation is increased."

Mr. Bannister said the new formula had been reviewed in detail with the radio affiliates executive committee "and they endorse its principles, recognizing that affiliation contracts are matters for individual decision by each affiliate." He called upon the affiliates to sign the necessary contract amendments, "since these changes can only be to our mutual benefit," and added: "Let's get these mechanics behind us, so that we can move ahead in accelerating the radio network's forward momentum."

CBS Radio Gets $1.4 Million In New Business and Renewals

CBS Radio has signed $1.4 million worth of new business and renewals during the past week, according to John Karol, vice president in charge of network sales. Kelvinator division of America Motors Corp., through Geyer Adv., signed to sponsor five *Impact* segments a week for two weeks, beginning Nov. 30. American Bird Products, Chicago, purchased a 7½-minute unit of Art Linkletter's *House Party* beginning Sept. 19, for 52 weeks. George H. Hartman Co. is agency.

P. Lorillard Co., New York, renewed 16 *Impact* segments per week, for 13 weeks, beginning Sept. 20, through Young & Rubicam. Pharma-Craft Co., Batavia, Ill., renewed two weekly quarter-hours of *House Party* each week beginning Sept. 16. The 52-week deal was arranged through J. Walter Thompson Co. GMC Truck & Coach Division, Pontiac, Mich., renewed three weekly *Impact* segments, beginning Aug. 31, through Kudner agency.

Chrysler Div. of Chrysler Corp., Detroit, ordered six weekly *Impact* segments for four weeks beginning Aug. 23, through McCann-Erickson [B•T, Aug. 12].

Ream Named CBS V.P. In Washington Office

Joseph H. Ream, former executive vice president of CBS and for many years a leading figure in radio and television affairs, is rejoining CBS Inc. as vice president in charge of its Washington office.

Dr. Frank Stanton, CBS president, is announcing the appointment today (Monday), effective Sept. 16. Mr. Ream succeeds Ralph W. Hardy, who died Aug. 5 after a heart attack.

The return of the former executive vice president terminates a five-year absence from active participation in broadcasting. He resigned Aug. 1, 1952, for what he described as "purely personal reasons," and moved with his family to Tallahassee, Fla., where he has resided since. His resignation, it was said, was motivated by the illness of his wife, who died in 1955.

MR. REAM

For the past year Mr. Ream has served as deputy director of the National Security Agency in Washington.

During Mr. Ream's tenure at CBS, he and President Stanton developed a wide reputation as a top-flight operating "team." On his retirement he was hailed for his "creative and administrative contributions" and "realistic and homely counsel."

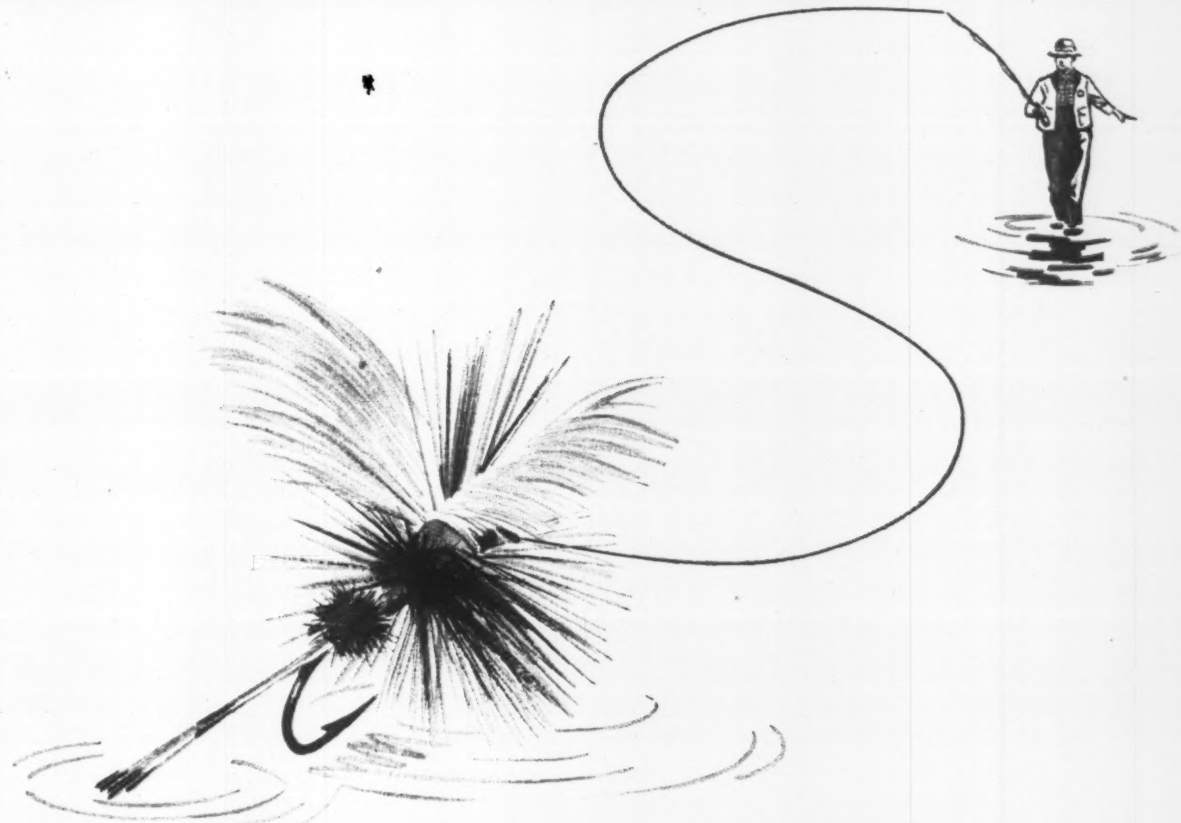
Born Oct. 5, 1903, in Bedford, Iowa, Mr. Ream grew up in Topeka, Kan., and joined CBS in 1934 after graduating from the U. of Kansas and Harvard Law School and then serving eight years with the New York law firm of Cravath, deGersdorff, Swaine & Wood. His first assignment at CBS was to organize the legal department, which he then headed for eight years.

He was named secretary in 1938, a vice president in 1942, a board member in 1945, and executive vice president in 1947.

Throughout his later years with the company he was one of its most frequent spokesmen before FCC and other government bodies.

NBC-TV to Colorcast Football

Four college football games, including the Army-Navy game (Nov. 30) will be colorcast as well as shown in black-and-white this fall over NBC-TV, according to Tom S. Gallery, NBC sports director. Other games set for color are Oklahoma-Notre Dame, Nov. 16, and two Big Ten games Oct 19 and Nov 2. These games are part of the nine-date schedule of National Collegiate Athletic Assn. football games to be shown on NBC-TV next season.



YOU MIGHT CAST A TROUT FLY 194 FEET—*

BUT. . . YOU NEED WKZO-TV TO "MAKE THEM BITE" IN KALAMAZOO-GRAND RAPIDS!

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours With Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: ***Survey based on sampling in the following proportions—Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%).***

Take a look at those March 1957 ARB figures at the left. WKZO-TV is first in 327 out of 416 quarter hours—*or 78.6% of the time!*

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Telecasts on Channel 3 with 100,000 watts from a 1000′ tower. Serves one of America's top-20 TV markets—*over 600,000 television homes in Western Michigan and Northern Indiana.*

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

AM—TV—FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA
Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

* *Jack Crossfield, San Francisco, California holds this world's record*

MBS New Sales Hit $1.75 Million Mark

Mutual rang the cash register for $1.25 million in new business last week and network radio won over a juicy tv spot account—the million-dollar Diversified Cosmetics of America Inc. budget, which on Oct. 1 goes to MBS. With these acquisitions, Mutual now has tallied $1.75 million in new business since coming under the new management-ownership of the Paul Roberts group [B•T, Aug. 19].

Diversified Cosmetics, a Newark manufacturer which this past year has spent a million dollars on tv spots in 35 major markets for Tint-N-Set and Rand's Permanette, switches to five daily five minute newscasts Monday-through-Friday on Mutual Oct. 1.

Martin Himmel, president of Diversified's agency, Dunnan & Jeffrey, New York, was quoted by Mutual as stating "our experience has found that daytime television is too static." He explained the audience composition "does not change enough to give a cosmetic advertiser the range and saturation needed to support a national campaign in behalf of local drugstores, cosmeticians, department stores and others who handle our products, including wholesalers."

Mr. Himmel pointed out that the newscasts would give his client "diversified and unduplicated audience" since surveys show women "are avid news program listeners" and are on the move, listening to radio while driving to shop when not listening at home. He made special note of today's mobile suburbia.

The agency executive felt daytime tv rates are too high for "static audience," claiming the same women watch the same format of film shows day by day without much variation, MBS said.

Mutual reported the same agency, in behalf of Consumer Drug Corp., Portland, Ore., has purchased 10 newscasts weekly for 13 weeks starting Sept. 1 for Oragen, a diet supplement made from orange peel. Consumer also will use participations in the nighttime adventure block.

Beginning last Friday, *Reader's Digest* opened a 10-day saturation campaign using every available newscast on the network. Agency is J. Walter Thompson Co., New York.

WHLI "THE VOICE OF LONG ISLAND"

DELIVERS

A Major Independent Market

NASSAU COUNTY

POPULATION	1,180,000	10th	among U.S. Counties
BUYING INCOME			
Total	$2,928,340,000	8th	among U.S. Counties
Per Family	$ 8,503	5th	" " " "
RETAIL SALES	$1,534,786,000	11th	" " " "
Food Store	$ 403,423,000	9th	" " " "
Auto Store	$ 252,922,000	11th	" " " "
Lumber, Bldg., Hardware	$ 113,879,000	5th	among U.S. Counties
Apparel	$ 113,070,000	13th	" " " "
Gas Stations	$ 86,967,000	10th	" " " "
Furn. House, etc.	$ 81,857,000	14th	" " " "

(Sales Management, May 1957)

One station— **WHLI** —has a larger daytime audience in the MAJOR LONG ISLAND MARKET than any other station! (Pulse Survey)

SOON WHLI WILL INCREASE ITS POWER TO 10,000 WATTS

Big Bonus Coverage

(Nassau, parts of Queens, Suffolk & Brooklyn)

Population	3,063,135
Net Income	$6,730,794,000
Retail Sales	$3,365,152,000

Represented by GILL-PERNA

WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island

Paul Godofsky, Pres. & Gen. Mgr.
Joseph A. Lenn, Exec. VP Sales

NBC Radio Sales Up Sharply With $1.6 Million in 2 Weeks

NBC Radio sales billings continued to rise sharply during the past two weeks as new and renewal orders amounting to $1.6 million in net revenue were placed with the network, according to William K. McDaniel, vice president, NBC Radio network sales. This is in addition to the almost $5 million in net fall business reported earlier this month and brings to $6.5 million (net) the total business placed by advertisers to begin on or after Sept. 1, according to Mr. McDaniel.

Sixteen advertisers placed new orders. They are, with agencies in parentheses:

Massey-Harris-Furuson Inc. (Needham, Louis, & Brorby) has ordered *This Farming Business* (Sat. 8-8:15 a.m.) for 52 weeks starting Aug. 31. Quaker Oats Co. (Wherry, Baker & Tilden) has ordered a schedule of 11 participations a week for 23 weeks, starting Sept. 9, in several shows.

Whitehall Pharmacal Co. for Anacin (John J. Murray Adv.) has ordered a total of 19 participations a week for 13 weeks starting Sept. 16 in several shows including *Nightline* and *Monitor*. RCA (Grey Adv.) ordered a total of 25 participations a week for 11 weeks starting Oct. 7 in several shows. Chrysler Corp. (McCann-Erickson) ordered 16 participations a week for four weeks starting Oct. 3 in *Life and the World*, *Nightline* and *Monitor*.

Foster-Milburn Co. for Doan's pills (Street & Finney) has ordered one participation a week for 52 weeks starting Sept. 2 in *My True Story*, Edison Electrical Institute (Fuller & Smith & Ross) has ordered a special half-hour evening program Oct. 17, five "Bob and Ray" *Monitor* segments for four weeks starting Oct. 18 and five "Believe It or Not" *Monitor* segments each weekend for three weeks starting Oct. 25.

Lever Bros. for Pepsodent (Foote, Cone & Belding) has ordered a two-week saturation campaign calling for 100 six-second participations a week for two weeks in several shows. Sterling Drug Inc. for Phillips toothpaste (Dancer-Fitzgerald-Sample) ordered two participations a week for 13

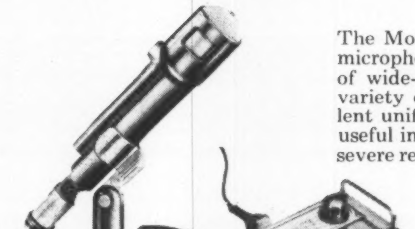
WORK AT TWICE THE DISTANCE WITH NO LOSS OF PRESENCE

Electro-Voice®

666 BROADCAST CARDIOID DYNAMIC
with REVOLUTIONARY VARIABLE-D DESIGN

Front-to-Back ratio 2 to 6½ times that of most cardioid microphones!

Artists can work twice as far away from the 666 as from cardioid microphones in common use,yet there is no bass accentuation when worked closely. The 666 provides from 2 to 6½ times the front-to-back ratio of most broadcast cardioid microphones. An amazing feature of the 666 is its ability to pick up dialog and sound at distances up to 10 feet or more without appreciable loss of presence. This minimizes pre-recording. Picture crowding is also eliminated with the 666 because of this distance factor. For an exciting new experience, *test the 666 today!* List price: $255.00



Model 667 All-purpose broadcast cardioid-dynamic Microphone with Preamplifier

The Model 667 is an all-purpose broadcast microphone designed to fulfill requirements of wide-range reproduction under a great variety of conditions. Because of its excellent uniform polar response, it is especially useful in locations where ambient noise and severe reverberation exist. List price $600.00

- ***Ask a Broadcast or Recording Engineer about E-V Microphones***

Electro-Voice®

ELECTRO-VOICE, INC. • BUCHANAN, MICHIGAN
Export: 13 East 40th Street, New York 16, U.S.A. Cables: ARLAB

ANNOUNCING

the NEW

950 CLUB PROGRAMMING

ON

WORL

BOSTON

the one and Only musical set-up of its kind in all New England

☆ ☆ ☆

PROMISES TO BE THE BIGGEST SMASH HIT WITH LISTENERS EVERYWHERE!! AND YOU, THE ADVERTISER, WILL REAP THE BENEFITS!

☆ *It'll be the only STARBRIGHT SPOTLIGHT Station!!*

☆ *Only the 950 CLUB SPOTLIGHT will shine on 950 musical stars every week!!!*

☆ *Only on the 950 CLUB will each star get the spotlight for 15 minutes — all day long — all week long — on the Big Revolving Bandstand!!!*

★ *ROUND & ROUND THE BANDSTAND GOES — EVERY STAGE HAS A STAR — EVERY STAR HAS THE SPOTLIGHT FOR 15 MINUTES!*

☆ *EASY TO FIND ON THE DIAL . . . 950 CLUB — 950 ON THE DIAL!!*

As we did 7 years ago — as we're about to do once again —

☆ *WATCH US SET ANOTHER TREND IN BOSTON RADIO AS WE GO ROUND & ROUND WITH A BRAND NEW SOUND*

☆ *THE ONLY STATION WHERE A BRAND NEW CONCEPT BRINGS THE LISTENER MUSIC OF THE PAST , PRESENT and FUTURE — — ALL DAY LONG!*

ON BOSTON'S ONE & ONLY

950 CLUB-WORL

REPRESENTED NATIONALLY BY
HEADLEY-REED CO.

weeks, starting Oct. 1, *My True Story.* Scholl Mfg. Co. (Donahue & Coe) has ordered two one-minute participations a week for 10 weeks starting Sept. 24 in *News of the World.*

Bon Ami Co. (Ruthrauff & Ryan) ordered five one-minute participations a week for three weeks, starting Aug. 18, in *Monitor.* General Electric Co. (Grey Adv.) ordered 10 "Bob and Ray" segments on *Monitor* for the weekend of Nov. 23. Zenith Radio Corp. (MacFarland, Aveyard & Co.) ordered four participations a week for four weeks, starting Nov. 23 in several shows. Christian Reformed Church, (Stoetzel & Assoc.) ordered a half-hour Sunday program for 52 weeks starting Oct. 6. Abstainers Assn. of America has ordered a 15-minute program on Oct. 27. Insurance Co. of North America (N. W. Ayer & Son) ordered a special program, *Salute to Security* Sept. 4 [B•T, Aug. 19].

Three advertisers placed renewal orders: Morton Salt Co. (Needham, Louis & Brorby) renewed *Topic for Today* on Saturday 12:25-12:30 p.m. for 52 weeks effective Aug. 31. Dodge Div. of Chrysler Corp. (Grant) renewed *Monitor* segments for four weeks. Gillette Safety Razor Co. (Maxon) renewed *Gillette Cavalcade of Sports* for 52 weeks effective Sept. 6 [B•T, Aug. 19].

Sarnoff Hints Changes in Tv May Deter Nation's Economics

NBC President Robert Sarnoff last week advised the proponents of changes in the present television system to "look beyond the short-range effect. Keep in mind what the ultimate effect might be on an instrument of communications that, through its commercial messages, has become a prime catalyst in the creation of new mass consumption desires in a nation that consumes its way to prosperity, growth and strength."

In a "Letter to the Radio-Tv Editor," Mr. Sarnoff said, "Television is a child of controversy. In 10 years of commercial life it has known few tranquil moments and there is no indication that the years ahead will differ. Requests for legislative restriction, demands for different programming, and proposals for pay, instead of free, television stalk the industry in endless procession."

The network head made similar statements in an August column in the *New York Herald Tribune.*

Mr. Sarnoff claimed that television helped bring the economy out of the recession of the late '40s and on to "new heights of abundance." He pointed to the almost doubling of the gross national product from $257 billion in 1948 to an estimated $428 billion in 1957.

"The nationwide advertising impact of network television has, I believe, stimulated increased expenditures in other media—so much so that advertising is moving ahead at a faster pace than the economy itself. Newspapers, for example, increased their total revenue from $1.75 billion (in 1948) to $3.3 billion (in 1956)," Mr. Sarnoff stated.

Mr. Sarnoff claimed that what black & white television has accomplished the past 10 years "color will do in the next 10."

WESCON SESSION SPOTLIGHTS VTR

- **Problems, advantages discussed**
- **Show gets large attendance**

A symposium on video tape recorders was the high spot of a Wednesday afternoon session on tv and radio broadcasting at the ninth annual Western Electronic Show and Convention, held Tuesday-Friday at San Francisco's Cow Palace.

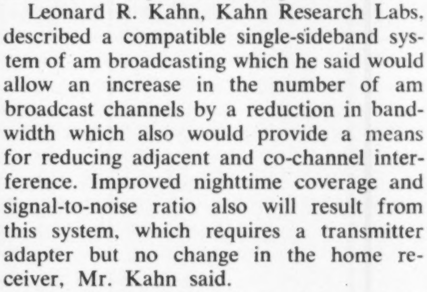
As of Thursday noon, registration at the 1957 WESCON had reached 14,500. Even more significantly, attendance was 9,000 on the opening day and 10,865 on Wednesday, with 13,000 expected Thursday and that many or more on the closing day.

Helmer Anderson, engineer in charge of tape recording for CBS-TV Hollywood, and Oscar Wick, supervisor of tv technical operations for NBC-TV Hollywood, discussed the advantages and problems arising from the use of VTR for delayed west coast repeats of network shows in talks with Ross Snyder and Charles Ginsburg of Ampex Corp., manufacturer of the recording machines, and Robert Von Behren of Minnesota Mining & Mfg. Co., supplier of the tape on which tv programs are recorded.

ChromaChron, color palette developed by the art department of KRON-TV San Francisco to aid the artist, who uses color in a subtractive manner to deal with tv, was described in a paper presented at the broadcast session by William Wagner of KRON-TV. Dr. Matti Siukola, RCA, reported on a traveling wave tv transmitting antenna developed for vhf high channels.

Leonard R. Kahn, Kahn Research Labs, described a compatible single-sideband system of am broadcasting which he said would allow an increase in the number of am broadcast channels by a reduction in bandwidth which also would provide a means for reducing adjacent and co-channel interference. Improved nighttime coverage and signal-to-noise ratio also will result from this system, which requires a transmitter adapter but no change in the home receiver, Mr. Kahn said.

The development of an improved tv demodulator, precision receiver used to



"Amazing child — he even understands world affairs — listens to KRIZ Phoenix all day long."

check the adherence of the transmitted signal to FCC and EIA (formerly RETMA) technical standards, was related by W. Herbert Hartman, chief engineer, KCRA-AM-FM-TV Sacramento, Calif. Harry Jacobs, chief engineer, KGO-TV San Francisco, presented a detailed resume of the operation, maintenance and field testing of quadrature-fed antennas. J. L. Berryhill, chief engineer, KRON-TV, was chairman of the afternoon session.

At a Friday session on tv receivers and televisual devices, W. D. Schuster and E. O. Stone of Sylvania Electric Products, and C. E. Torsch of Rola Co., presented a paper on "securing the 110-degree sweep for the public domain," a report of the development of the shortnecked picture tube, which has permitted the manufacture of today's compact tv sets. C. W. Baugh Jr., Westinghouse Electric Corp., described a new system of applying automatic fine tuning to tv sets. Other papers at this session were "The Television Color Translating Microscope," by V. K. Zworykin, RCA; "21-inch Direct View Storage Tube," by N. J. Koda, N. H. Lehrer and R. D. Ketchpel, Hughes Research Labs; "A Brightness Enhanced Color Receiver Employing Automatic Decoding in the Chromatron," by R. H. Rector, Litton Industries.

The four-day WESCON opened Tuesday morning with a brief ceremony honoring three men whose professional careers spanned a half-century of electronic history in the West; Douglas Perham, who began experimenting with wireless techniques in Palo Alto in 1906, and in the early 1920's built the first radio station in Iowa; Cyril Elwell, who conducted pioneering experiments in radiotelephony between Palo Alto and Los Altos in 1908, and Leonard F. Fuller, who was an amateur radio operator in 1906 and during 1913-19, and who, as chief electrical engineer for Federal Telegraph Co., was responsible for several important developments in radio transmission.

RCA Unit Realigns Staff

Realignment of the engineering staff of the RCA semiconductor division was announced last week by Dr. Alan M. Glover, general manager. Dr. L. Malter, chief engineer, will assume additional responsibility for the coordination of all engineering programs, including product and equipment development.

D. H. Wamsley, formerly manager of development, Somerville, N. J., semiconductor plant, has been appointed manager of the engineering department. Reporting to him will be R. M. Cohen, appointed manager of entertainment product development; L. R. Shardlow, who will be manager of engineering services, and Dr. W. M. Webster, who becomes manager of advanced development.

Sylvania Declares Dividend

Sylvania Electric Products Inc. Wednesday declared a dividend of 50 cents per share on the company's common stock, payable Oct. 1 to stockholders of record at the close of business Sept. 10. In addition,

WICHITA AREA ARB REPORTS . . .

4 OUT OF 5 KTVH VIEWERS ARE ADULTS*

ADULTS WITH BUYING POWER

* In the June, 1957 ARB of the Wichita area, KTVH leads the way **where it counts** — with 2,872,897 adult viewer impressions in the top 73 quarter hours. Four out of five viewers on KTVH are **adults,** who pack real "grownup" buying power!

TO SELL KANSAS . . . BUY KTVH. Exclusive CBS-TV for Central Kansas.

KTVH Channel 12

Howard O. Peterson, General Manager • Represented Nationally by H-R Television, Inc.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

Sylvania declared a regular quarterly dividend of $1 per share on $4 cumulative preferred stock, payable Oct. 1 to stockholders of record Sept. 10.

Radio-Tv Set Shipments Up During June, Reports EIA

More radio and tv sets were shipped to dealers by manufacturers in June of this year than in May according to a report last week by the Electronic Industries Assn. (formerly RETMA). One-quarter million more radios were shipped in June than in May, and nearly 50,000 more television sets.

EIA reported that cumulative radio shipments during the first half of this year totaled 3,436,428 radios, including 9,042 sent to U. S. territories, compared to 3,270,809 during the same months last year. Cumulative tv set shipments during the first half of this year declined from the number shipped during the same six-month period in 1956. Tv set shipments totaled 2,503,966, including 7,174 sent to U. S. territories, compared to 2,775,022 for that period last year.

Following are the number of radios shipped to dealers by states during the first six months of 1957:

State	*Total*	*State*	*Total*
Alabama	40,612	Nebraska	19,358
Arizona	17,236	Nevada	4,963
Arkansas	14,922	New Hampshire	11,767
California	260,219	New Jersey	147,585
Colorado	24,802	New Mexico	10,731
Connecticut	56,338	New York	542,258
Delaware	6,064	North Carolina	51,233
D. C.	31,557	North Dakota	8,606
Florida	75,028	Ohio	191,344
Georgia	63,613	Oklahoma	30,596
Idaho	7,715	Oregon	30,016
Illinois	290,215	Pennsylvania	253,590
Indiana	63,619	Rhode Island	21,836
Iowa	35,407	South Carolina	21,937
Kansas	28,089	South Dakota	7,910
Kentucky	49,359	Tennessee	44,385
Louisiana	50,653	Texas	149,653
Maine	18,117	Utah	11,798
Maryland	68,165	Vermont	7,943
Massachusetts	132,197	Virginia	51,807
Michigan	155,219	Washington	48,531
Minnesota	58,031	West Virginia	25,945
Mississippi	19,176	Wisconsin	71,640
Missouri	81,965	Wyoming	3,988
Montana	9,648		
		Grand Total	3,436,428

Following are the cumulative tv set shipments to dealers by states during the first six months of 1957:

State	*Total*	*State*	*Total*
Alabama	38,609	New Hampshire	6,852
Arizona	15,471	New Jersey	88,039
Arkansas	22,283	New Mexico	10,386
California	241,253	New York	297,382
Colorado	21,079	North Carolina	49,884
Connecticut	41,449	North Dakota	8,417
Delaware	5,920	Ohio	140,700
D. C.	24,806	Oklahoma	26,815
Florida	89,341	Oregon	26,082
Georgia	52,246	Pennsylvania	168,141
Idaho	7,879	Rhode Island	13,978
Illinois	147,044	South Carolina	21,192
Indiana	62,017	South Dakota	8,597
Iowa	26,719	Tennessee	43,628
Kansas	27,543	Texas	140,532
Kentucky	41,613	Utah	10,992
Louisiana	48,534	Vermont	5,126
Maine	12,998	Virginia	39,878
Maryland	34,909	Washington	38,845
Massachusetts	73,713	West Virginia	24,988
Michigan	96,175	Wisconsin	40,714
Minnesota	36,035	Wyoming	5,421
Mississippi	23,023		
Missouri	55,632	*U. S. Total*	2,496,792
Montana	12,100	Alaska	1,697
Nebraska	17,817	Hawaii	5,477
Nevada	3,995		
		Grand Total	2,503,966

GE to Honor Tv Technicians

Nominations for the General Electric "1957 All-American Awards" for television service technicians may be made by any individual or organization according to an announcement by General Electric. A letter containing the name and address of the nominee and a full description of any public service he has performed in the two years preceding Sept. 30 of this year should be sent to All-American Awards Committee, General Electric, Owensboro, Ky. Eleven top service technicians will be chosen from those nominated, each to receive a trophy and $500 for a public service activity or a charity of the winner's preference. The nominations for these first All-American Awards must be mailed no later than Oct. 18.

Carr & Assoc. Acquires Control Of Scatter Communications Inc.

L. H. Carr & Assoc., Washington consulting engineering firm, has acquired controlling interest in Scatter Communications Inc., Bethesda, Md. Scatter Communications was formed recently and specializes in the design, engineering and installation of scatter radio communications systems.

In addition to Mr. Carr and his associates (William S. Alberts, formerly general engineering department, Crosley Broadcasting Co., and G. F. Leydorf, formerly engineering director, WJR Detroit), Scatter Communications also includes Clinton F. Foss, William E. Yost Jr. and F. L. McCutchen.

MR. CARR

Mr. Carr also is president-50% owner of Developmental Engineering Corp., Leesburg, Va., and 50% owner of Continental Electronics Inc., Dallas, Tex.

DuMont Develops 'Scatter' Link

Successful operation of a complete "forward scatter" communication link in the 2180-mc frequency band was announced Thursday by the development division of Allen B. DuMont Labs. Tests have been conducted between Cedar Grove, N. J., and Somers, Conn., near the Massachusetts border, a distance of 124 miles. The transmitter is capable of handling 72 voice channels with a band-width of 2.5 mc, DuMont said. The system will function line-of-sight as well as scatter, DuMont explained, and is applicable to both communication and military service.

MANUFACTURING SHORT

RCA Camden, N. J., reports shipments of six-section superturnstile antenna to KVSO-TV Ardmore, Okla.; two 2-kw transmitters to WHDH-TV Boston, and 25-kw transmitter to WINR-TV Binghamton, N. Y.

SRA Group Approves Spot Plan by GF, B-M

The Tv Trade Practices Committee of Station Representatives Assn. last week gave its views on "partnership" spot campaigns such as the tempest-raising deal between General Foods and Bristol-Myers earlier this year [B•T, July 29].

In short, the committee gave a clean bill of health to such arrangements, but pointed out that the final decision on acceptance is always a matter for station decision [CLOSED CIRCUIT, Aug. 19].

In the unique buying arrangement that touched off the controversy, Bristol-Myers is taking over some of General Foods' prime spot positions during the summertime and at intermittent periods during fall and winter. When the plan became known, some stations, reps, and agencies protested, at least one agency contending this sort of arrangement, if extended, would enable as few as three agencies to get control of prime spot time in virtually all markets. Officials of another agency, Cunningham & Walsh, charged it allowed General Foods to get a summer hiatus without losing its prime positions and also that it was tantamount to time brokerage.

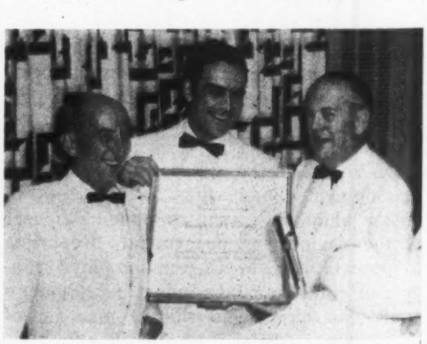
Benton & Bowles, GF agency, worked out the plan for Bristol-Myers, whose principal regular agencies are BBDO, Young & Rubicam and Doherty, Clifford, Steers & Shenfield.

The position of the SRA Tv Trade Practices Committee, headed by Edward Codel of the Katz Agency, was spelled out last week in a memorandum sent to members by SRA Director Lawrence Webb.

The memorandum said that when two advertisers wish to use the same spot schedule for non-competitive products and "make definite commitments for any given number of weeks of tv spot advertising" (assuming their products are acceptable), then the committee feels that:

"(A) these advertisers may be regarded as alternate sponsors of any schedule so purchased;

"(B) the arrangements between two or



HONORARY membership in West Virginia Broadcasters Assn. was presented to Gov. Cecil H. Underwood at the state group's Aug. 16-18 meeting at White Sulphur Springs. L to r: Tom Garten, WSAZ Huntington, association president; Gov. Underwood, and Harold E. Fellows, NARTB president.

more such advertisers do not involve time brokerage, since the stations concerned thoroughly understand who the clients are, which products are involved and at what rate each client shall be charged;

"(C) such arrangements do not grant the advertisers a 'hiatus,' since contracts have definitely established when each advertiser will use the spot schedule purchased;

"(D) because such arrangements between two or more advertisers represent a definite commitment on the part of these advertisers for the period of time involved, the station concerned is not confirming orders more than thirty (30) days in advance;

"(E) apart from any conclusions reached by this committee, or by other persons interested in these matters, in the final analysis stations have the right to accept business under conditions they deem in their best interests, as long as they grant other advertisers similar opportunities."

SRA Says Sales Up 37.9% in Spot Radio

Advertisers' purchase of spot radio time during the first six months of 1957 leaped 37.9% ahead of the same period of 1956 and appeared headed toward an all-time record of close to $200 million for the full year, Station Representatives Assn. reported last week.

SRA Managing Director Lawrence Webb said the half-year report, based on information compiled for the association by the Price, Waterhouse accounting firm, showed spot radio's gross dollar volume for the January-June period totaled approximately $97,401,000 as against $69,215,000 for the same six months of 1956.

Mr. Webb noted that if spot radio sales continue at the present pace the full-year total will exceed by more than $50 million the estimated total of $149,921,000 spent in 1956.

He said the gains are being recorded most strongly in the major markets but that no definite pattern could be recognized on a market-by-market basis. While some important markets have shown losses in spot radio volume because of various factors, including the addition of new tv facilities, other similar areas have registered gains, he asserted.

Mr. Webb said national spot radio business "without any question" is running far ahead of any other medium in its percentage of growth over previous periods. Advertisers, agencies, station management and station representatives, he asserted, all are entitled to "a tremendous amount of credit for having found new ways to use one of the most versatile and powerful sales weapons of all advertising media."

Michigan Group Sets Sept. 11-13

The fall meeting of the Michigan Assn. of Radio & Television Broadcasters will be held Sept. 11-13 at Hidden Valley, Gaylord, with a panel of station representatives included on its agenda. To participate are Lewis H. Avery, Avery-Knodel Inc.; Adam Young, Adam Young Inc., and Sterling B. Beeson, Headley-Reed Co.

Slate of Top Speakers Set for NARTB Meets

Figures prominent in national life have been booked for the series of eight NARTB regional meetings starting Sept. 16 at Schenectady, N. Y., and ending Oct. 25 at Memphis, Tenn. Topping the list is former President Harry S. Truman, who will speak at the Oct. 10-11 meeting in Kansas City.

Members and non-members of NARTB are eligible to take part. Two problems face industry review—proposals to change the association's name back to National Assn. of Broadcasters and to conduct a nationwide tv audit circulation study.

Presentations will be given at all meetings by Television Bureau of Advertising and the NARTB Tv Code Review Board.

NARTB President Harold E. Fellows said, in announcing a list of speakers, "We are gratified to have these distinguished men address the conferences, which have as their theme, 'A Time for Decisions'." Agenda topics include toll tv, legislation affecting radio and tv, and spectrum allocation. Opening and closing sessions of the two-day conferences will include NARTB executives who will report on government relations, public relations and broadcast economics. President Fellows will speak at the opening day luncheon. Separate concurrent sessions for radio and tv broadcasters

EVENINGS from 7 P.M.
WHEC, Rochester, N. Y.
Gets the BIGGEST Share of Audience – 25%*

STATION B	STATION C	STATION D	STATION E
21%*	20%*	18%*	15%*

BUT...

We've CUT Our Rates IN HALF**

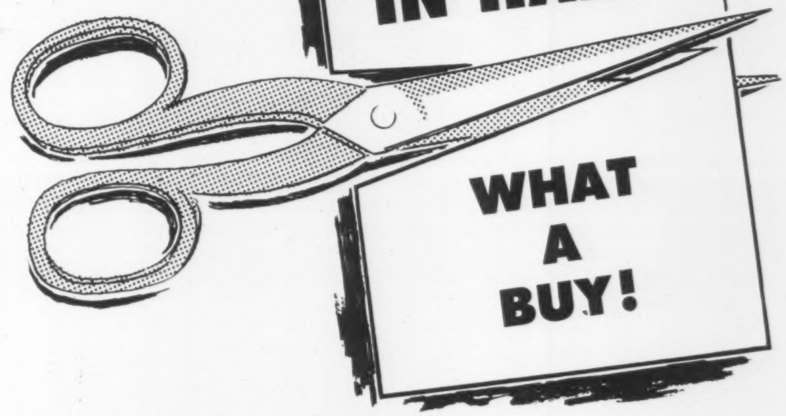
WHAT A BUY!

*Latest Rochester Metropolitan Area PULSE, Report March 1957
**Our New Class D Nighttime Announcement Rate

BUY WHERE THEY'RE LISTENING: -

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco



will be conducted. John F. Meagher, radio vice president, will lead radio sessions. Thad H. Brown, tv vice president, will lead tv discussions.

Hosts for each conference will be the NARTB Radio Board member in the district where the conference is held. Hosts follow: Simon Goldman, WJTN Jamestown, N. Y.; Robert T. Mason, WMRN Marion, Ohio; James H. Moore, WSLS Roanoke, Va.; Ben B. Sanders, KICD Spencer, Iowa; Thomas C. Bostic, KIMA Yakima, Wash.; George C. Hatch, KALL Salt Lake City; Alex Keese, WFAA Dallas, and F. C. Sowell, WLAC Nashville. (See meeting schedule in UPCOMING, page 90.)

Guest speakers include: Region 1, Gov. W. Averell Harriman, of New York, and Philip D. Reed, board chairman of General Electric Co.

Region 2—Rep. Hugh Scott (R-Pa.).

Region 3—Rep. Oren Harris (D-Ark.) chairman of House Commerce Committee, and Frank R. Ahlgren, editor, *Memphis Commercial Appeal*.

Region 4—Sen. Charles E. Potter (D-Mich.) and Ben R. Donaldson, Ford Motor Co. director of institutional advertising.

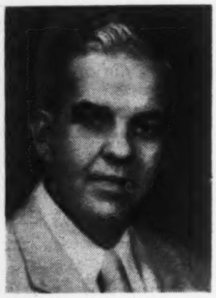
Region 5—Ex-President Truman and Charles N. Kimball, president, Midwest Research Institute.

Region 6—Sen. Ralph Yarborough (D-Tex.) and Arthur A. Smith, vice president First National Bank, Dallas.

Region 7—Sen. Gordon Allott (R-Colo.), and Robert Eastman, president, American Broadcasting Network.

Region 8—Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, and Gov. Robert D. Holmes of Oregon.

Woodall Heads RAB Group


MR. WOODALL

Allen M. Woodall, veteran broadcaster and president of Radio Columbus Inc., owner and operator of WDAK Columbus, Ga., has been appointed chairman of the executive committee of the Radio Advertising Bureau, according to Kevin B. Sweeney, RAB president. Mr. Woodall succeeds Ward Ingrim, general manager of RKO Teleradio Pictures Inc.'s Don Lee division and its KHJ Los Angeles, who recently relinquished the committee chairmanship upon FCC's grant of ch. 2 at San Francisco-Oakland to San Francisco-Oakland Television Inc. [B•T, July 1]. Mr. Ingrim is part owner of the grantee. Mr. Woodall, who takes over the head of the seven-man committee immediately, has been closely associated with RAB since its inception in 1951.

IT'S RADIO ACTIVE
There's Buying Power In This Here Valley
Bettendorf, Iowa
Davenport, Iowa
East Moline, Ill.
Moline, Ill.
Rock Island, Ill.
WOC

$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Tri-City Broadcasting Co., Davenport, Iowa

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

PERSONNEL RELATIONS

KVOO, NABET Talks Stalemated As Strike Enters Third Week

KVOO Tulsa, Okla., and the National Assn. of Broadcast Employes & Technicians (NABET) still were stalemated last Friday as a strike of six of the station's 14 technical employes moved into its third week. KVOO has maintained uninterrupted programming operations throughout the strike.

The strike was called Aug. 9 after the union had unsuccessfully sought a new contract that would include a closed shop and substantial increases in the pay scale. The station, while offering to compromise on the matter of wages, has refused to comply with the demand that union membership should be a condition of employment.

"We have always respected the right of any employe to join a union of his choice if he so desires, and we equally respect his right not to join," KVOO stated last week. "We strongly believe we should not be forced to fire a person who no longer desires to pay union dues."

The station noted that the lowest paid KVOO transmitter engineer currently receives "considerably" higher wages than the highest scale paid by any other radio station in Tulsa or eastern Oklahoma. KVOO added that, despite this, it had offered increases that would bring wages an average of $65 above those in the largest cities of the South.

Pickets have been maintained around KVOO studio and transmitter sites as well as the Broadcast Center Bldg. under construction in Tulsa which will be utilized by KVOO-TV. In this latter connection, KVOO pointed out that it is owned by Southwestern Sales Corp., while KVOO-TV is owned by Central Plains Enterprises Inc., separately owned, operated and managed.

Earlier this year, NABET had filed charges with NLRB, alleging "unfair labor practices" by the station. NLRB dismissed the charges July 26 and Aug. 9.

NABET spokesman Mary Ellen Trottner, Region 4 director, Friday denied the union seeks a closed shop, but acknowledged advertisers had been contacted in connection with buying of KVOO-AM-TV time. She termed this normal procedure and said it was not a secondary boycott. NABET further claimed that KVOO's wage offer was insufficient and expressed dissatisfaction with plans to integrate certain radio and tv functions in Tulsa.

WGAW Registers Objections To Mass Screening of Pilots

Following complaints from members, Writers Guild of America, West has taken steps to halt mass screenings of tv pilot films for writers.

As many as 75 or 100 writers have been invited to such screenings, only to find themselves pitted against each other for comparatively few assignments, and frequently asked to submit fully developed stories, not ideas or synopses, if interested in writing for the series.

"While the Guild always has recognized that there is a necessary area of proper and constructive exchange of ideas between writer and producer," said Curt Kenyon, president of the Guild's television-radio branch, "solicited submission of a written story for which payment is contingent on producer approval is pure speculation and as such is proscribed by our minimum basic film television agreement." He commented that stories tailored for a particular series are usually unsalable elsewhere.

WGAW has notified all producers to let the Guild know in advance of any pilot screenings whether or not they are to be "mass" affairs and WGAW in turn will inform its members as to the nature of the screenings. Writers have been asked to notify the Guild of invitations they get to attend screenings and agents also have been informed. Producers also are asked to arrange for a WGAW representative to attend all screenings.

The guild also may adopt rules requiring reports of all interviews between producers and writers to be filed at WGAW headquarters, as well as duplicate copies of all "ideas" or "premises" sought by producers, as part of its all-out fight to stop producers from violating the guild's speculative writing prohibition. The WGAW working rules committee is examining the whole question of what constitutes permissable submissions by writers to producers and studying stringent recommendations made by the tv-radio writers board.

Hollywood AFM Local Polls Arrangers, Copyists on Scale

Arranger and copyist members of the Hollywood Local (47) of the American Federation of Musicians are being polled by the union as to what action, if any, they wish taken to enforce the increased wage scale adopted by the local for work on phonograph records.

The new scale, raising base rates for orchestrating from $3.99 to $5 a page and for copying from 81 cents to 90 cents a page, has not been recognized by the phonograph recording companies, who have continued to make payment for such work at the old rate [At Deadline, Aug. 12].

Recording companies have a national AFM contract running until Dec. 31, 1958, which specifies a national scale for instrumentalists, but not for arrangers and copyists, leaving that up to the individual locals. New York and Hollywood locals, whose members do most of the phonograph recording work, have set scales. Most other locals have not, making individual agreements on payment for the infrequent recording work they may have.

The national agreement has a no-strike clause which would prevent performing musicians from joining in a strike of arrangers and copyists, so if these AFM members did decide to stop work for the recording companies unless the new scale is paid, they might merely be putting themselves out of work, since the companies could transfer such work to some other city. The possibility of an inter-city agreement among AFM copyists and arrangers to prevent such a work transfer also is being studied.

KMGM-TV SOLD TO NATL. TELEFILM

National Telefilm Assoc., tv film distributor and producer and half-owner of the NTA Film Network, is announcing today (Monday) the purchase of 75% of KMGM-TV Minneapolis-St. Paul, its first broadcast station acquisition.

Although the purchase price was not disclosed, it is understood to be in the neighborhood of three quarters of a million dollars for the 75% interest of United Television Inc. Loew's Inc. will retain its 25% ownership in KMGM-TV.

For some time, NTA has let it be known that it would enter the station field. It is understood that NTA will seek still other stations, is negotiating with several now and expects to acquire three or four more outlets within the next two to three months. NTA also has plans to acquire radio stations in those markets where they would be complementary to tv station acquisitions.

The controlling interest in KMGM-TV was purchased from Sy Weintraub, United Television president, who also controls Flamingo Films, tv film producer-distributor, and Thomas B. Johnson, principal stockholder and board chairman. Negotiations for the sale were conducted by President Ely Landau, Edythe Rein, vice president, Ted Cott, asst. to the pres., for NTA; Messrs. Weintraub, Johnson and George W. Eby for United Television.

In announcing the purchase jointly with Mr. Weintraub, Mr. Landau said, "this marks the entry of NTA into the tv station ownership field. NTA expects to expand in that direction until we have our full quota of stations authorized by FCC." (Five vhf and two uhf stations.) At the outset, he said NTA will limit itself to independents.

KMGM-TV, which began operations Jan. 9, 1955, as KEYD-TV on ch. 9, will be operated as an autonomous and self-contained company. NTA will organize a new corporation for its broadcasting activities.

The present owners of the station bought the property from Family Broadcasting Corp. last year. That sale was approved by FCC in May of last year. KMGM-TV operates with an authorized power of 316 kw visual and 158 kw aural.

NTA was organized by Mr. Landau in August 1952. Currently it is the exclusive distributors of all films from 20th Century-Fox, comprising 23 film series and 1,450 short subjects and cartoons. In addition to this distribution activity, NTA produces film series in conjunction with Desilu Productions and TCF Inc., the latter the tv division of 20th Century-Fox Film Corp. NTA and 20th Century each own 50% of the stock of NTA Film Network which began commercial operations last April. National advertisers of the network series (feature films) have included Warner-Lambert Pharmaceutical Co., Sunbeam Corp., Hazel Bishop Inc. and P. Lorillard Co. (Old Gold cigarettes). Other NTA divisions:

RATE CARD

SPANISH AND SOUTH AMERICAN MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$7.00	$6.00	$5.00

* *one of the 9 sections available from*
The SESAC Transcribed Library

THE SPANISH AND SOUTH AMERICAN MUSIC SECTION CONTAINS:

- 244 rumbas, sambas, tangos, authentic Spanish dances, waltzes, beguines, boleros.
- Informative program notes for each selection.
- Gay, saleable scripts.
- Outstanding artists on top quality discs.

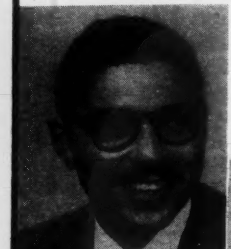
For complete information, write—

SESAC INC.

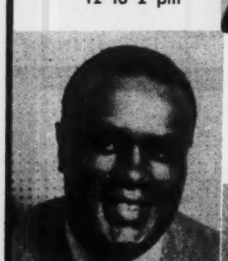
THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

as always . . .
New Orleans'
ONLY
STATION
with 100%
All Negro

★ PROGRAMMING
★ PERSONALITIES


"Versatile"
Larry McKinley
10 to 12-noon
4 pm to Sign Off

"Sister"
Bessie Griffin
12 to 2 pm


"Deacon"
Jack Willman
8:30 to 10 am

"Groovy"
Gus Lewis
Sign on to 8:30
2 to 4 pm

WMRY
The Sepia Station
1000 WATTS 600 KC.
New Orleans
Mort Silverman—Exec. V. P. & Gen. Mgr.
Gill-Perna, Inc.—Nat'l. Rep.

NTA Pictures Inc., theatrical releasing company, and Famous Films-Programs for Television, a division handling reruns.

NTA claims assets "in excess" of $30 million. It became a publicly-owned corporation in June 1955 when it offered 300,000 shares of stock for sale. The stock is traded on the American Stock Exchange. Last July, NTA Inc. had a public offering of $5 million of 6% sinking fund subordinates notes with common stock purchase warrants attached and 350,000 shares of common stock, with the total underwriting figure reaching $7.5 million.

Brown Group Sells KFEQ-AM-TV to Fines

Kenyon Brown, Harry L. (Bing) Crosby Jr., George L. Coleman and Joseph A. Thomas last week sold KFEQ-AM-TV St. Joseph, Mo., in which they are equal partners, to the Fine family for $841,928 plus assumption of other obligations which could bring the total sales figure to about $1 million. The Fines (Jesse, Oscar, Isadore and others) operate a theatre chain in Indiana and once owned WFIE (TV) Evansville, Ind. The sale is subject to FCC approval.

Other stations sold last week, also subject to FCC approval included: WDLP Panama City, WCOA Pensacola, WTMC Ocala, all Florida, and 50% of WMEG Eau Gallie, also Florida, and WEKR Fayetteville, Tenn.

Mr. Brown, who presently lives in Wichita Falls, Tex., said the sale of KFEQ (680 kc, 5 kw) and KFEQ-TV (ch. 2) was prompted by the wishes of he and his associates to devote more of their attention to KCOP (TV) Los Angeles, sold to them by Copley Press Inc. last June for $4 million [B•T, June 3]. This deal is expected to be consummated shortly. Meanwhile, Mr. Brown will move to Beverly Hills to be close to KCOP.

His other broadcasting interests include: sole ownership of KLYN Amarillo and KWFT Wichita Falls, both Texas; about 50% of KANS Wichita, Kan., and KBYE Oklahoma City; and about 20% of KGLC Miami, Okla.

Film star Bing Crosby and Mr. Coleman each own 6% of KGLC. Mr. Thomas is a senior partner in the investment banking firm, Lehman Bros., New York. The four partners bought KFEQ-AM-TV in 1955 for $550,000 from Barton Pitts.

John H. Perry Jr. last week sold three Florida ams for a combined $550,000. WDLP Panama City (590 kc, 1 kw) and WCOA Pensacola (1370 kc, 5 kw) went to Denver T. Brannen for $400,000. Mr. Brannen also owns WDEB Gulfport, Miss., and KCIL Houma, La.

The third station, WTMC Ocala (1290, kc, 5 kw) was sold to Ray Herbert Gunckel for $150,000. He is seeking FCC permission to sell his 60% of WABR Orlando to James Sawyer.

The transaction leaves Mr. Perry with WJHP-TV Jacksonville and WESH-TV Daytona Beach, 11 Florida daily newspapers and another in Kentucky. Broker for the multiple sale was Blackburn & Co.

Smaller stations deals involved the sale of the remaining 50% of WMEG Eau Gallie, Fla. (920 kc, 1 kw), by Seymour Krieger and Norman Jorgensen, Washington, D. C., attorneys, to A. V. Catterton and Victoria C. Martin, vice president and treasurer respectively, for $32,000. Each already owns 25% of the outlet.

A 25% interest in WEKR Fayetteville, Tenn. (1240 kc, 250 w), was sold by John R. Crowder to James W. Tate, station manager there, for $15,000. Mr. Crowder still has a 50% interest. Both of these purchases were negotiated by Paul H. Chapman Co.

'H' MARKS THE SPOT

A package "full of pills and needles" was discovered by some youngsters during KILT Houston's recent $25,000 treasure hunt, and station newsmen promptly alerted the local narcotics squad.

The police then returned the bundle to its original spot, staking out the place to await the dope "pusher." But so many treasure hunters kept finding the parcel that the trap was abandoned. Narcotics experts estimated the kit contained $15,000 worth of heroin.

WILD Becomes WYDE; Plans Set For 'WYDE-aWAKE' Promotion

WILD Birmingham will take new call letters WYDE on Labor Day, but not before joining its sister station, WAKE Atlanta, in a "WYDE-aWAKE" promotion that starts today (Monday).

Both of the Bartell stations will push the campaign until Friday when free coffee will be served to Labor Day travelers on one of the busiest highways in Alabama for the entire holiday weekend.

Restaurants throughout Birmingham also will give free coffee to any customer telling they they want to be "WYDE-aWAKE." Another build-up will include airplanes towing "WYDE-aWAKE" safety reminders over the region.

WOI-TV Revises Rate Card

WOI-TV Ames, Iowa, has published a new rate card, effective next month, which shows simplified time classifications and higher charges. The schedule has been revised to show three time classes, A-C, instead of the former Classes A-D. Class A rates are $650 for one hour and $52.50 for 10 seconds. Old rates in that classification were $500 and $50. Frequency discounts are offered.

Radio 1 Buy...
KOSI Denver
KOBY San Francisco
HOOPER — PULSE — NIELSEN
KOSI—See Forjoe KOBY—See Petry

Radio-Tv Carry Ball In Boston, Detroit

As Boston stations continued to serve a newspaper-struck community for the second week [B•T, Aug. 19], Detroit radio-tv last week found itself in a similar situation, also resulting from a disagreement between newspaper mailers and management.

In contrast to Boston stations, few Detroit outlets publicized special news and local advertising programs. James H. Quello, promotion manager of WJR Detroit, said Wednesday the strike was expected to end from day to day and that there had not yet been any strong pressure at WJR from advertisers who ordinarily rely on print.

The Detroit Newspaper Publishers Assn. bought spots on some stations Sunday, Aug. 18, the day after mailers had begun picketing the *News*, to explain why there were no newspapers. (The *Times* and *Free Press* also were shut down because of joint labor contracts.) The Karl G. Behr Advertising Agency placed the association schedule.

WWJ-TV flew in film of James R. Hoffa's Washington testimony for hour shows twice daily in the Teamster leader's bailiwick. Meanwhile from New York, Television Bureau of Advertising, under direction of Howard P. Abrahams, director of retail sales, has sent storyboards to retailers in both cities showing how to translate print ads to television. Radio Advertising Bureau took no special action, since stations already had been supplied with retailer aids.

With the Boston newspaper strike continuing since Aug. 9, stations have noted substantial sales gains, while providing stepped-up service in news, special interest, and sports features.

Many radio stations report some customer-relation problems due to inability to fit heavy strike business into already tight schedules. For the most part city and Greater Boston radio independents report a 15% to 17% increase in billing.

Both radio and television report a notable increase in business from all major Boston department stores, men's specialty shops, real estate firms, drive-in theatres, and national magazines. Tv reports a slight increase in furniture and automobile booking. Many station managers believe "first time," remained in that category, however, cast schedules after the newspaper strike ends.

WHDH radio, an outlet of the *Herald-Traveler* newspaper group, has especially heavy booking in nighttime shows, and late afternoon slots. All news digests before the strike carried sustaining remained in that category. Hearst papers bought additional daily roundups, however.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

CBS o&o WEEI reports "a very healthy increase" especially in department stores and specialty shops. Little extra news has been added, but WEEI continues to feature its regular obituary notices, Dow-Jones averages, extensive financial news, sports commentary and background. As a business service, a daily memo is sent to all city banks, listing obit notices read on the air, permitting banking officials to seal safe deposit boxes and close-out trusts. WVDA Boston has sent a newsboy to street corners to promote a special broadcast service, three daily editions of the half-hour *Radio News Journal*.

Among radio independents, WCOP, WHIL, and WCRB report a 20% sales increase. WHIL reports significant gains in neighborhood and drive-in theatres, and suburban real estate spots.

Likewise, the increase in billing concerns itself with regular advertisers increasing allowances. Both WBZ-TV and WNAC-TV report many firms still holding out with television advertising in the hope that newspaper-union negotiations will end the strike. The respective Westinghouse and Yankee stations indicated that national print advertisers as well as local outlets are pushing products on tv. WBZ-TV has been especially successful in a real estate promotion with two half hour blocks bought by Town & Country Homes.

Boston department stores heavily patronizing the two tv outlets with one-minute and 30-second spots have reported excellent results in sales of women's clothes. The Yankee Network, WNAC and WNAC-TV are running 38 hourly and half-hour daily news bulletins and news digests and posting news at crossroads points around town. WBZ-TV supplemented regular news schedules with 112 bulletins in the past week.

Merchandise publicity that might otherwise have appeared in newspaper columns has been converted for television by some retailer promotion departments. The R. H. Stearns Co., Boston and suburban department store, staged a doll fashion show that resulted in film coverage on three stations.

The Manchester, N. H., outlet, WMUR-TV, reports heavy booking from Boston department and specialty stores, together with added automobile spots. WMUR-TV, although a regular advertising outlet for some Boston market advertisers, attributes a nearly 20% billing increase to the print strike.

The Boston educational outlet, WGBH-TV had added hours to its schedule for extra service. On Sundays when no regularly scheduled live shows are seen, the station is producing two hours of live news roundups and features.

Baltimore Dinner Honors Carter

Some 200 prominent citizens of Baltimore, along with broadcast executives of that city, paid tribute to Kenneth L. Carter, recently resigned general manager of WAAM (TV) at a testimonial dinner last Tuesday. Mr. Carter, who served five years on the NARTB Board, latterly as its vice chairman, told the group he shortly would

ALL TEN
OF THE
TOP TEN
PLUS
24 of the
TOP 25
ON
WSAZ-TV

In the June 1957 ARB survey of the 110 county area served by Huntington Charleston television . . .

WSAZ-TV PROGRAMS
ARE
WAY OUT IN FRONT

1 THE FORD SHOW
2 THE PERRY COMO SHOW
3 YOUR HIT PARADE
4 THE LORETTA YOUNG SHOW
5 THE CHEVY SHOW
6 THE PEOPLE'S CHOICE
7 FATHER KNOWS BEST
8 THE STEVE ALLEN SHOW
9 TWENTY ONE
10 THIS IS YOUR LIFE

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

announce his new connection but could not say whether it would be in or outside broadcasting.

Mr. Carter resigned coincidentally with the transfer of the ch. 13 ABC outlet to Westinghouse Broadcasting Co. in a $5.1 million transaction in Westinghouse stock. Larry Israel, WENS (TV) Pittsburgh, succeeded Mr. Carter as general manager.

DATELINES

Newsworthy News Coverage By Radio and Television

NEW YORK—WOR set up advance telephone contact with those who were later to become involved in the Levittown, Pa., incident in which police used clubs to break up demonstrators protesting a Negro family's purchase of a home in the all-white community. As a consequence of this preparation, the station reports, it was able Aug. 19 to air on-the-scene descriptions of the events by beeper, as well as interviews fed by Mike Flaherty of WBUD Trenton, N. J. Directing the coverage for WOR were Marvin Camp, assistant news director, and Tom Glennon, news writer.

BOSTON—WBZ-TV camera-correspondent Phil Galligan surprised two thieves trying to pry open the door of his car which contained several hundred dollars worth of photographic equipment. The youths fled the scene. Mr. Galligan "armed" himself with a camera and chased the two down the street shooting film as he ran. He finally was joined in the chase by two policemen who shortly cornered the culprits. Within minutes, WBZ-TV's Sunday 11:00 p.m. broadcast featured the films.

SAN ANTONIO—KITE now is providing daily courtroom reports on the libel trial of *Confidential* and *Whisper* magazines, writes the station, with Pat Harty of KLAC Hollywood beeper-phoning major courtroom developments as they happen. Background stories are taped for use throughout the day.

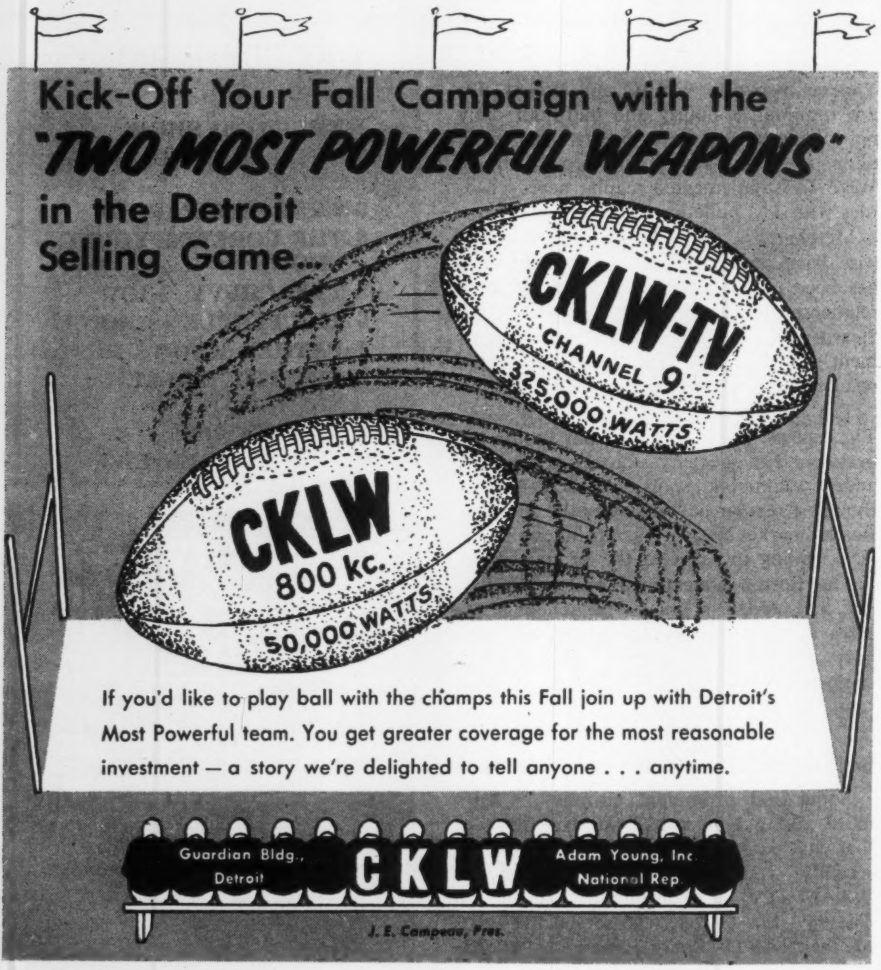
REPRESENTATIVE APPOINTMENTS

WOL Washington, D. C.; WDOV Dover, Del., and **WNAV Annapolis, Md.,** appoint Headley-Reed Co.

KOAT-TV Albuquerque, N. M., names Bolling Co., N. Y.

WJQS Jackson, Miss., appoints Branham Co., N. Y.

WWTV (TV) Cadillac, Mich., appoints George P. Hollingbery Co., effective Sept. 1.


Kick-Off Your Fall Campaign with the
"TWO MOST POWERFUL WEAPONS"
in the Detroit Selling Game...
CKLW-TV
CHANNEL 9
325,000 WATTS
CKLW
800 kc.
50,000 WATTS
If you'd like to play ball with the champs this Fall join up with Detroit's Most Powerful team. You get greater coverage for the most reasonable investment — a story we're delighted to tell anyone . . . anytime.
Guardian Bldg., Detroit
CKLW
Adam Young, Inc. National Rep.
J. E. Campeau, Pres.

EDUCATION

NBC-TV, Ann Arbor Center Set 5 New Live ETV Network Series

NBC-TV and the Educational Television and Radio Center at Ann Arbor, Mich., will present five new series of live television programs over an educational tv network beginning, Oct. 28, NBC-TV announced last week. Programs will be developed in the fields of the International Geophysical Year, current affairs, American resources and in two other areas to be announced later.

Each of the five series will include 10 sessions to be televised over a 10-week period Monday-Friday 6-6:30 p.m. EST. NBC will underwrite the costs and be responsible for development of three of the series; the center will underwrite and produce the other two. Educational stations which will benefit from the project are affiliates of the center and number 23 now on the air and four others which are expected to be broadcasting in time to pick up the programs.

WTHS-TV on School Schedule

WTHS-TV Miami, Fla., non-commercial, educational station on ch. 2, has announced it will sign on at 8:30 a. m. during the coming school year to broadcast to classrooms of nine schools selected from the Dade County system.

Tv classes between 8:30 and 3 p. m. will be beamed to three elementary schools, three junior high and three senior high schools, reaching a minimum of 4,400 students per day in various classes, according to Vernon Bronson, director of the station.

The school hours are in addition to WTHS-TV's regular schedule.

META Gets New $25,000 Grant

Metropolitan Educational Television Assn. has received for the third consecutive year a grant of $25,000 from the New York Foundation toward META's operating expenses. META, at its production center in the Carnegie Endowment Bldg., 345 E. 46th St., New York, plans to prepare live and filmed educational television programs for presentation over existing New York stations and for distribution to other educational tv stations in the U. S.

SHOESTRING TV

A closed-circuit television network, dubbed "Operation Shoestring" because it cost less than $3,000, has been employed at Euclid Elementary School in Schenectady, N. Y., during the past four months, it was announced by General Precision Lab, Pleasantville, N. Y. Scores of fifth and sixth grade children participated in a project which utilized second-hand tv sets and the school's motion picture sound amplifier, the announcement said. A General Precision classroom vidicon camera with interchangeable lenses was used in the operation.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Jack Kopp, brand supervisor, Leo Burnett Co., N. Y., elected vice president. **Nelson Winkless,** chief of tv writers, Needham, Louis & Brorby, N. Y., and **Grace Teed,** assistant director of home service, Whirlpool Corp., St. Joseph, Mich., join Leo Burnett as tv film copy supervisor and home economics adviser, respectively.

James S. Cohan, formerly marketing-merchandising consultant, D'Arcy Adv., N. Y., on Budweiser beer account, to Dreyfus Co., L. A., as account executive.

John M. Clampitt, formerly advertising program manager of Aluminum Co. of America, to Marsteller, Rickard, Gebhardt & Reed, Chicago, as account executive. **Bradley M. Wyatt** and **David B. Smart** appointed assistant account executives.

◄ **Norman Traynor,** manager of radio-tv department, Brooke, Smith, French & Dorrance, Detroit, named director of radio-tv.

George A. Karl promoted from senior research analyst to market research director at The Buchen Co., Chicago.

Maurice Lesemann, vice president, Foote, Cone & Belding, L. A., transfers to S. F. office as creative director. He will be responsible for basic campaign planning. Other appointments in S. F. office are **Thomas J. Sexton** (formerly with N. W. Ayer & Son, S. F.), art director; **William McCauley** (formerly with Buchanan & Co.), production supervisor, and **George Westfall** (sales promotion and advertising offices of General Electric), copywriter.

Thomas G. Johnston, formerly creative group head at Needham, Louis & Brorby, Chicago, to McCann-Erickson, same city, as associate creative director.

Robert J. Hooper, assistant account executive on Rambler Div. of American Motors Corp. account, Geyer Adv., N. Y., promoted to manager of agency's service department.

Edmund W. Morris, formerly with Lever Bros., to Bristol-Myers, N. Y., products division as manager of product development.

Robert M. Van Brundt, formerly tv advertising manager at Motorola Inc., Chicago, to Zenith Radio Corp. as advertising manager for hearing aid division.

Ward F. Parker appointed coordinator of merchandising and marketing at J. Walter Thompson Co., Chicago.

Richard Barrett, Stiller, Rouse, Berggren & Hunt, Beverly Hills, Calif., to Stromberger, LeVene, McKenzie, Los Angeles, copy staff.

Tom Kaufman, formerly operated his own public relations office in Milwaukee, Wis., to Henry J. Kaufman & Assoc., Washington, D. C., public relations division.

FILM

William A. Cruikshank Jr., president of Four Star Films Inc., elected member of board of directors, Official Films Inc.

Harvey L. Fichter, account executive with Television Programs of America and head of its New England sales division, to Official Films Inc., N. Y., as northeast account supervisor. Other new account executives, in addition to Mr. Fichter, are **Frank Meyers,** Republic Pictures, now heading Official's Dallas office; **George Gilbert,** formerly with Screen Gems and Interstate TV; **Stan Byrnes,** previously with TPA and Studio Films, and **Ray Fuld,** MGM-TV.

Myron Elges, San Francisco manager of Western Dailies, newspaper representative firm, to Television Programs of America as account executive for northern California and Northwest. **John Morgan,** from TPA's central division, named account executive for southern California, Nevada and Arizona. Mr. Elges will headquarter in San Francisco and Mr. Morgan in Hollywood.

Norman Powell, recent graduate of Cornell U., to Four Star Films Inc., Hollywood as second assistant director.

Mitchell Leisen, veteran motion picture director, named executive consultant on forthcoming one-hour Shirley Temple fairy tale film programs being produced by Henry Jaffee Enterprises at Screen Gems studios on west coast.

John Wilkoff, supervisor of tv sales promotion for NBC, to Screen Gems, N. Y., as special program presentation writer.

NETWORKS

Richard G. Cahill, member of ABC Central Div. sales staff, to NBC Chicago Tv Spot Sales Dept. as account executive.

Jack Shea, director of last season's Bob Hope tv shows, named director of *Jerry Lewis Show,* starting on NBC-TV, Nov. 4 (Mon., 9-10 p.m.), **Walter Scharf,** veteran conductor-arranger-composer, will be musical director and **Nick Castle,** motion picture-tv dance director, will be choreographer for series. **Ernest D. Glucksman** previously was named producer of show.

Ted Rogers, formerly executive producer of NBC-TV's *Home* show, named producer of network's *Wide, Wide World.*

Del Reisman, assistant story editor of CBS-TV's *Playhouse 90,* promoted to story editor.

William T. Kilborn, 59, member of board of directors, American Broadcasting-Paramount Theatres, died Aug. 14.

Mary Taylor, 56, originator of NBC pro-

TELEPROMPTER
CORPORATION'S
NEW
MODEL T TELEPROMPTER

...its words to the wise are sufficient

"We feel that TelePrompTer has made the largest single contribution possible to the production of quality commercials."

Mr. Bill Fall
Program Director
WFBM-TV
Indianapolis, Ind.

National advertisers and the television networks utilize TelePrompTer on 8 out of 10 top shows.

TELEPROMPTER CORPORATION
Jim Blair, Equip. Sales Mgr.
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

Our new TelePro 6000 rear screen projector changes 62 slides every 60 seconds

THE BIG *NEW* SOUND
IN EAST TEXAS IS
DOUBLE
FORMER
POWER
KTBB TYLER TEXAS
1000 WATTS 600 KC
Ask Venard Rintoul & McConnell, Inc., in New York & Chicago or Clyde Melville in Dallas about the all new programming on KTBB in which "News & Music" predominate, plus the only Tyler station with mobile news unit, award winning news staff, radio farm director and 28 county coverage.

HOW HIGH Is UP?
C.D. "DUKE" TULLY GEN. MGR.
WATCH OUT BELOW, MAN! 2,049 FEET ABOVE SEA LEVEL, 1,010 FEET ABOVE AVERAGE TERRAIN. THAT'S OUR NEW TOWER GOING UP. WE STARTED JULY 24th TARGET DATE SEPT. 17th. MAN, BUYING POWER IS UP $894,880,000 IN THE "NEW METAL EMPIRE" TOO!
INCIDENTLY, I HEAR YOU'LL HAVE NO INTERRUPTION IN TRANSMISSION!

WDSM-TV
NBC • ABC Channel 6
DULUTH-SUPERIOR
National Representatives
PETERS, GRIFFIN, WOODWARD

gram in 1930s, *Consumer Time,* died in New York last week of cerebral tumor. She most recently was director of division of reports of children's bureau, Dept. of Health, Education and Welfare.

STATIONS

Theodore F. Mueller, vice president-publisher of *Newsweek* magazine; **Borden R. Putnam,** vice president, treasurer and director of international divisions of *Newsweek,* and **Hoyt Ammidon,** member of board of directors, *Newsweek,* elected to board of directors of KFSD Inc. (KFSD-AM-FM-TV), San Diego. **Jay Grill,** director of sales, KFSD-TV named vice president of KFSD Inc.

◄ **John F. Box Jr.,** executive vice president of Bartell Group, named general manager of WBMS Boston. He will continue to supervise KRUX Phoenix where he has been general manager since Bartell's acquisition of station early in 1956.

Bill Morgan, executive, McLendon Corp., to KIXL Dallas, Tex., as general manager.

◄ **Irv Laufer,** general manager of KBMI-KSHO (TV) Las Vegas, Nev., to KFOX Long Beach, Calif., in similar capacity. Before joining Las Vegas stations in 1956, Mr. Laufer was associated with KFWB Hollywood for four years as account executive.

George Brooks, KSUM Fairmont, Minn., to KMRS Morris, Minn., as general manager.

Wally Rossmann, sales manager, KXL Portland, Ore., named station manager.

Edwin L. Doyle, WHAW Weston, W. Va., promoted to station manager, succeeding **George W. Yazell,** who joins WJLS Beckley, W. Va.

Theodore W. Herbert, formerly eastern sales manager of MBS o&o stations, has been appointed to new post of national sales manager in charge of New York office of WPAT Paterson, N. J.

Art Rivera, public relations director, WQXT Palm Beach, Fla., takes on additional duties as sales manager.

Doug Thompson, program director, KCTV (TV) San Angelo, Tex., to KPAC-TV Beaumont-Port Arthur, Tex., as program manager and **John Stegall,** formerly director and production supervisor of KFJZ-TV Fort Worth, to KPAC-TV as production manager.

Max Goldfarb, formerly with WJLB Detriot, to WGHB Wayne, Mich., as commercial manager.

◄ **A. H. (Chris) Christensen,** promotion manager, KEX Portland, Ore., to WAAM (TV) Baltimore as advertising and sales promotion manager. **Keith McBee,** WBAL-TV Baltimore newsman, joins WAAM as new editor. **Buddy Deane,** WITH Baltimore, and **Jack Wells,** WCBM, same city, to WAAM as disc jockeys.

◄**Robert S. Yeager,** Building Digest Inc. (industrial magazine publishers), to WFBM Indianapolis as program director. Mr. Yeager previously was program director of WLW Cincinnati, Ohio, and WTMA Charleston, S. C.

John Edington, program director, KLAS Las Vegas, Nev., to KLIX Twin Falls, Idaho, in similar capacity. **Don Cederstrom,** chief engineer of KLIX-AM-TV, named engineering director and **Dave Evans,** KLIX-AM-TV announcer, named KLIX-TV operations manager. **Norm Gray,** production manager of KID-TV Idaho Falls, to KLIX-TV as account executive-director and **Lou Munroe,** traffic director-copywriter, KEEP Twin Falls, to KLIX-TV as account executive. **Don Foley,** program director, KEEP, to KLIX-TV as announcer and **George Williams,** sales service representative, *Ogden Standard Examiner,* Ogden, Utah, to sales service staff of KLIX.

Edward M. Hoerner, associated with WWL New Orleans for past 17 years, named WWL-TV program director.

Richard D. Morgan, radio-tv director, Lewis E. Wade Adv., Ft. Wayne, Ind., to WPTA, same city, as director of sales service.

Royal McCullough named director of public relations for WSM Nashville, Tenn., succeeding **Harrianne Moore.**

Sharon Sims, assistant publicity director, KTRK-TV Houston, promoted to publicity director. **Betty Mahan,** KTRK-TV's accounting department, named assistant publicity director.

Robert MacFadyen, publicity department, KTTV (TV) Los Angeles, named assistant publicity director.

Jim Adelson, sports director, KXJB-TV Valley City-Fargo, N. D., resigns to join WINR-AM-TV Binghamton, N. Y., in similar capacity, and is succeeded by **Sid Cichy,** football coach at Shanley High School in Fargo.

Gilbert Stein, art director, WJAR Provi-

7 DAYS 6 NIGHTS
(per person double) $46.50
• including MEALS
Sovereign HOTEL
at 44th and the OCEAN
Overlooking the FONTAINEBLEAU MIAMI BEACH

WTOC-AM-FM-TV Savannah, Ga., business manager, Esther Pruett, receives a trophy from John Jacobs, associated with WDUN Gainesville and new president of Georgia Assn. of Broadcasters, for her "many years of outstanding service" to the association. The trophy bears the inscription "To you in recognition of what you have meant to the Georgia Assn. of Broadcasters."

dence, R. I., to WTIC-TV Hartford, Conn., in similar capacity.

G. Dale Larson, production staff and scenery department, WOW-TV Omaha, Neb., named director of staging.

John Traxler, formerly film buyer, KTVI (TV) St. Louis, to WLWI Indianapolis as film buyer and director.

Lenard Sait, formerly with WNRC New Rochelle, N. Y., to WLIB New York as account executive.

Doug Boaz, Moloney, Regan & Schmitt Inc. (newspaper representatives), S. F., to KGW Portland, Ore., as account executive.

Jim Richey, formerly with KIMN Denver, to KBTV (TV), same city, as account executive.

Star Thomas, head of his own insurance business in Lebanon-Corvallis (Ore.) area, to KEX Portland as account executive.

William L. Brooks, formerly state and regional manager, Medley Distilling Co., to WFIE-TV Evansville, Ind., as account executive.

Lee Boyan, WDGY Minneapolis, named account executive.

Bob Taylor, announcer-director, WFIE-TV Evansville, Ind., promoted to production supervisor.

Marcella Hein, procurement supervisor at WNBQ (TV) Chicago and storyteller on station's *Bible Time* series, resigns to move to West Coast. **Adele Hemphill,** with NBC Chicago for 25 years, succeeds her as supervisor.

John Utley, program operations coordinator, KABC-TV Los Angeles, to KLAS-TV Las Vegas, Nev., where he will be in charge of continuity and promotion. He is succeeded by **Mark Goode,** KABC-TV typing department.

Bob Kerr, announcer at WDAF-TV Kansas City, Mo., for past five years, to KFI Los Angeles as producer-announcer.

Robert M. Henry, news director, WBIR-TV Knoxville, Tenn., to WFGA-TV Jacksonville, Fla., as night editor of news department.

Jim O'Leary, disc jockey, KCBQ San Diego and formerly with KBIG Catalina, Calif., returns to KBIG as host of *Catalina Bandstand.* He succeeds **Don Lamond,** resigned.

Charlie Murdock, formerly with WRVA Richmond, Va., to WQAM Miami as m. c. of afternoon record show.

Michael Whorf joins WTAG Worcester, Mass., announcing staff.

George Glavin, formerly sales manager, KTVW (TV) Seattle, to KOL, same city, sales staff. **Robert Ward** joins KOL publicity and promotion staff.

Alex A. Kolensky, sales department, KOMA Oklahoma City, to KGEO Enid-Oklahoma City sales staff.

Patt Wright, media assistant, Kenyon & Eckhardt, to KLAC Los Angeles operations department.

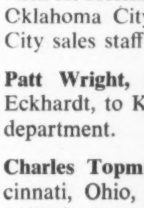
Charles Topmiller, president, WCKY Cincinnati, Ohio, is serving as volunteer head of United Appeal's radio division.

David M. Segal, president, Mid-America Broadcasters Inc. (KOBY San Francisco; KOSI Denver, Colo., and WGVM Greenville, Miss.), married Jeanne H. Shwayder.

George Watson, 57, WBBM Chicago comedian, character actor and announcer, died Aug. 18.

REPRESENTATIVES

Esther Rauch, timebuyer with Leo Burnett Co. on International Harvester, Convert rice, Marlboro and Tea Council, to John Blair & Co., Chicago, as midwest sales development manager.



◄ **Jack Davis,** formerly manager of McGavren-Quinn Co.'s New York office, to Stars National Inc., same city, as account executive.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

Only ONE is atop the
Continental Divide
Serving both the Atlantic and Pacific Sides of America
KXLF - TV4 -:- Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

Advertisement

C.C.A. Considered Terrific Success

Ken Kilmer, General Manager of Radio Station WMRI in Marion, Indiana, writes John C. Gilmore, Vice President of Community Club Awards, "Now that we have finished our first Community Club Awards campaign on WMRI, I thought you would like to know that we not only consider it a terrific success, but I'm happy to report that over 75% of our clients are continuing with a regular schedule.

"You'll be hearing from us in the near future when we get some plans laid for our next campaign," says Kilmer, manager of one of the 175 stations already running or signed to run CCA.

KEN KILMER

COMMUNITY CLUB AWARDS
Box 11296
NORFOLK, VA.
Phone: MA 2-4842

Seymour (Hap) Eaton, north central sales supervisor, NBC Television Films, Chicago, to Peters, Griffin, Woodward Inc., N. Y., as tv account executive.

Kevin McDermott, account executive, Katz Agency, to Blair Television Assoc., N. Y., as account executive.

TRADE ASSNS.

◄ **Russ Severin** joins NARTB, Washington, as field representative covering South. He has been in broadcasting since 1947 and has had experience in sales, production and programming with WTAR-TV Norfolk, Va.; WXEX-TV Petersburg, Va.; KRGG (TV) Jefferson City, Mo.; KWTV (TV) Oklahoma City, and KRCA (TV) Hollywood. Mr. Severin succeeds **Barney Ogle** who joins Hamilton, Stubblefield, Twining & Assoc. [AT DEADLINE, Aug. 19]. **Gerald W. Elbers,** assistant to executive director of President's Committe on Education Beyond High School, joins NARTB as publications editor. His duties will include editing NARTB's weekly *Highlights,* writing speeches and press releases.

Sid Held, general manager, KVEN Ventura, Calif., elected to board of directors of Southern Calif. Broadcasters Assn. He will represent District One (extends from Ventura to Santa Maria). Others elected to board of directors are **Ben Paschall,** general manager of KAFY Bakersfield, who will represent District Two (Bakersfield and Wasco) and **Bob Blashek,** vice president, KCMJ Palm Springs, who will represent District Three (San Diego to San Bernardino, except Los Angeles and Orange counties).

George C. Webster, management consultant and board member of Electric Institute of Washington (D. C.), named to represent National Appliance & Radio-Tv Dealers Assn. at President's Small Business Conference in that city Sept. 24-26.

PROGRAM SERVICES

◄ **Richard W. Hubbell,** most recently vice president and general manager of Carlos Franco Assoc., N. Y., to International News Service as business representative. He will work out of INS New York office and handle services to radio-tv stations, newspapers and advertising agencies in New York and New England areas.

◄ **John A. Buning,** former American Broadcasting Network account executive, also joins INS as business representative. Mr. Buning will be in southern division and headquarter in Atlanta.

PROFESSIONAL SERVICES

H. DeWitt Landis, Hamilton, Stubblefield, Twining & Assoc., Dallas, elected vice president.

Leroy J. Bieringer, vice president Harshe-Rotman Inc., Chicago public relations firm, appointed executive vice president in charge of eastern operations headquartering in N. Y.

Dorese Bell, radio-tv coordinator, Dine & Kalmus (public relations firm), N. Y., takes on additional duties as director of women's activities for all media.

Joe Bernard Magee, 48, casting director, William Morris Agency, died Aug. 13 in Harkness Pavillion, N. Y., following gall bladder operation.

Bertha D. Smith, 48, wife of Karl A. Smith of Hogan & Hartson, Washington law firm specializing in FCC cases, died Aug. 15 of coronary thrombosis in Wareham, Mass.

MANUFACTURING

Robert F. Bender, formerly vice president, treasurer and director of Minute Maid Corp., to International Telephone and Telegraph Corp. as vice president for finance.

◄ **Matthew James Leonard,** head of sales and services, Hughes Aircraft Co., Hughes Products Div., Culver City, Calif., to Hycon Mfg. Co., Pasadena, Calif., as vice president of customer relations.

Leonard T. Donnelly, formerly administrative assistant to sales manager of W. L. Maxson Corp. instruments division, to Allen B. DuMont Labs, government division as manager of component sales.

◄ **Richard D. Kennedy,** advertising account supervisor in apparatus department, General Electric Co., named advertising-sales promotion manager of General Electric Receiving Tube Dept., Owensboro, Ky.

◄ **John P. Day,** electronics design authority formerly associated with U. S. Naval Electronics Labs, Lockheed and Convair, to Kin Tel Div. of Cohu Electronics as chief development engineer.

Benjamin B. Bauer, formerly vice president in charge of engineering and research, Shure Bros. Inc. (manufacturer of electro-acoustical devices), Chicago, to CBS Labs., division of CBS Inc., as head of audio and acoustical research section.

INTERNATIONAL

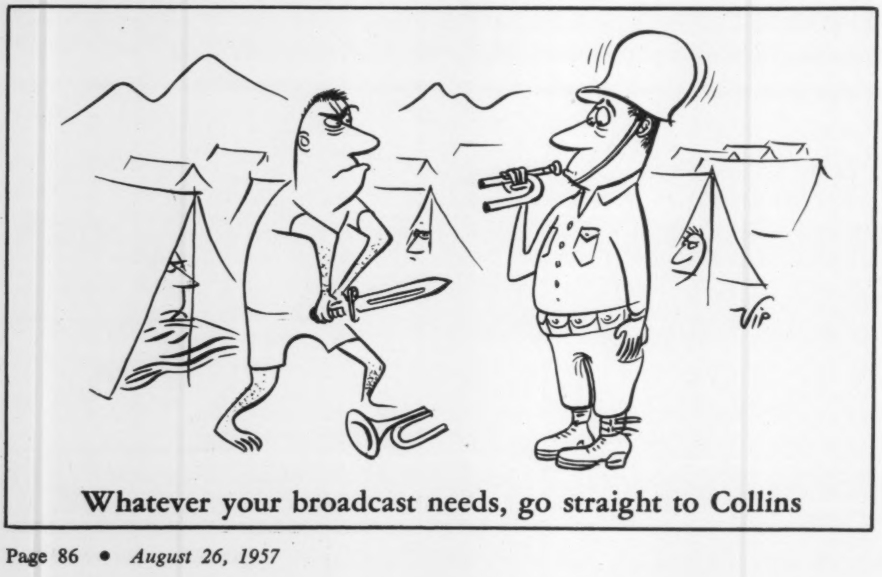
John J. Kingan, vice president and general manager of Canadian Marconi Co., Montreal, Que., appointed vice-president and assistant to P. J. Castella, president of RCA-Victor Co. Ltd., Montreal. **J. D. Houlding,** manager of electronics, industrial products and atomic energy division of Canadian Westinghouse Co. Ltd., Hamilton, Ont., to vice president of technical products, RCA-Victor.

W. H. Hogle to manager of newly formed news and public affairs division of CFRN-AM-TV Edmonton, Alta.

GOVERNMENT

Charles M. Gowdy, legal assistant to former FCC Chairman George C. McConnaughey, now compliance officer, office of general counsel, Federal Housing Administration. He serves as liaison officer between FHA and Housing & Home Finance Agency and serves as adviser to FHA commissioner and other officials on compliance matters.

Henry Geller, in charge of research and compliance in FCC's litigation division of its general counsel's office, to Justice Dept.'s anti-trust division, appellate branch, effective Sept. 3. His new duties at Justice will include assignments on industry appeals against FCC decisions on all cases other than broadcast licensing.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Station Authorizations, Applications

(As Compiled by B • T)

August 15 through August 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through August 21

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	282	411	144
Fm	539	519	54	59	0

FCC Commercial Station Authorizations

As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

---

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through August 21

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Comercial	1,095	337	867	587	1,452[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	620	1,520[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Los Angeles, Calif.—K-UHF (TV) uhf ch. 34 (590-596 mc); ERP .27 kw vis., .135 kw aur.; ant. height above average terrain 795 ft., above ground 22 ft. Estimated construction cost $13,350, first year operating cost $9,000, revenue $40,000. P. O. address Box 1056, Burbank, Calif. Studio location Los Angeles. Transmitter location Santa Monica Mountains. Geographic coordinates 37° 7′ 33″ N. Lat., 118° 22′ 1″ W. Long. Trans.-ant. Adler. Equal partners are **Frederick Bassett** and **William E Sullivan.** Mr. Bassett is salesman and Mr. Sullivan personel mgr. food company. Announced Aug. 14.

San Diego, Calif.—Sherrill C. Corwin uhf ch. 21 (512-518 mc); ERP 43 kw vis., 21.5 kw aur.; ant. height above average terrain 720 ft., above ground 247 ft. Estimated construction cost $135,325, first year operating cost $150,000, revenue $160,000. P. O. address 122 S. Robertson, Los Angeles 48, Calif. Studio location San Diego. Transmitter location San Diego. Geographic coordinates 32° 50′ 18″ N. Lat., 117° 15′ 00″ W. Long. Trans.-ant. RCA. Legal counsel Joseph Brenner, Beverly Hills, Calif. **Sherrill C. Corwin** will be 100% owner. Mr. Corwin is 15% owner **KAKE-AM-TV Wichita, Kan.** minority stockholder in **KPRO Riverside, KROP Brawley, KYOR Blythe, KREO Indio,** all Calif., and permittee **KABY-TV San Francisco,** applicant for ch. 34 Los Angeles and 1190 kc at Anaheim-Fullerton, both Calif. Announced Aug. 21.

New Am Stations

APPLICATIONS

Mariposa, Calif.—Universal Electronics Network 790 kc, 500 w D. P. O. address John F. Carter, 100 Montgomery St., San Francisco, Calif. Estimated construction cost $27,219, first year operating cost $24,000, revenue $45,000. Dante P. Lembi and Louis O. Kelso each own 50%. Mr. Lembi is investment and property management expert; Mr. Kelso is attorney. Announced Aug. 21.

Farmville, N. C.—Farmville Bcstg. Co. 1280 kc, 1 kw D. P. O. address Box 24, Farmville, N. C. Estimated construction cost $21,000, first year operating cost $36,000, revenue $48,400. Owners are **R. E. Mayo** (75%) and **J. H. Mayo** (25%). R. E. Mayo is farm equipment manufacturer; J. H. Mayo is chief engineer **WHNC Henderson, N. C.** and owner of tv servicing firm. Announced Aug. 15.

Middleport, Ohio—Radio Mid-Pom Inc. 1390 kc,

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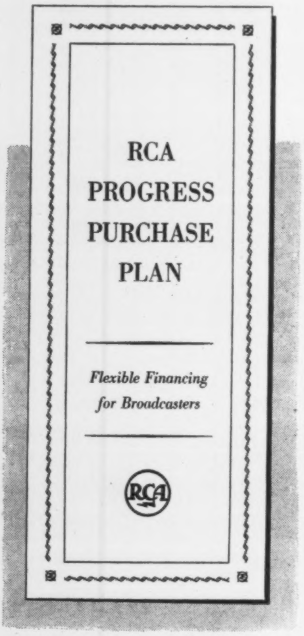

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1 kw D. P. O. address Box 464, Athens, Ohio. Estimated construction cost $20,238, first year operating cost $33,000, revenue $42,000. Owners are **John E. M. Kerr** (39%), **Roy E. Stephenson, Frank L. Nolan** and **Frank X. Rauch Jr.** (each 19.5%) and **R. J. Jones Jr.** (2.5%). Mr. Kerr is advertising and commercial manager of **WATH Athens, Ohio.** Mr. Stephenson is public accountant; Mr. Nolan and Mr. Rauch are theatre operators; Mr. Jones is attorney. Announced Aug. 20.

Lubbock, Texas—Garrison-Huntley Enterprises 1420 kc, 500 w D. P. O. address 1109 Massey St., Killeen, Texas. Estimated construction cost $10,795, first year operating cost $30,000, revenue $41,000. Owners are **Bob Garrison** (51%) and **H. H. Huntley** (49%). Mr. Garrison is advertising manager of **KLEN Killeen;** Mr. Huntley has tv and appliance interests. Announced Aug. 21.

New Fm Stations

APPLICATIONS

Ventura, Calif.—Coast Ventura Co. 100.7 mc, 12 kw unl. P. O. address Box 1611, Ventura, Calif. Estimated construction cost $20,073, first year operating cost $18,000, revenue $25,000. Principals include **Carroll R. Hauser** (45.3%), **John P. Hearne** and wife (20.9%) and others. Mr. Hauser owns **KHUM-AM-TV Eureka, Calif.** Mr. Hearne owns 33.33% of **KAFY Bakersfield, Calif.,** 5% of **KUAM-AM-TV Agana, Guam** and minority interest in **KCOK Tulare, Calif.** Announced Aug. 19.

Detroit, Mich.—Meadowcroft Bcstg. 94.7 mc, 20.4 kw unl. P. O. address 1095 Badder Rd., Troy, Mich. Estimated construction cost $26,533, first year operating cost $47,740, revenue $52,416. Owners are **Garvin H. Meadowcroft** (66.67%) and **Henry G. Meadowcroft** (33.33%). Garvin Meadowcroft is general sales manager for **WSIM-AM-TV Lansing.** Henry Meadowcroft has been design supervisor with Detroit Edison Co.. Announced Aug. 15.

Greensboro, N. C.—Herman C. Hall 98.5 mc 5.76 kw unl. P. O. address 903 Howard St., Greensboro, N. C. Estimated construction cost $5,250, first year operating cost $5,000, revenue $7,000. Mr. Hall, television sales and service interests, will be sole owner. Announced Aug. 19.

Ownership Changes

APPLICATIONS

KAFP Petaluma, Calif.—Seeks assignment of license from **Redwood Empire Bcstg. Co.** to **Broadcast Assoc. Inc.** for $75,000. Broadcast Assoc. is owned by **W. Shelby Oliver** (50%), **Irving C. Phillips** (25%), **Thomas J. Long** (12.50%) and **Hamlin Co.** (12.50%). Mr. Oliver is physician and surgeon; Mr. Phillips is manager of **KYA San Francisco;** Mr. Long has drug and gas interests; Hamlin Co. is realty and investment firm controlled by **O. D. Hamlin.** Announced Aug. 19.

WIOD Sanford, Fla.—Seeks assignment of license from **Sanford Bcstg. Co** to **Kenneth J. Crosthwait** for $45,000. Mr. Crosthwait was former stockholder in **WTCW Whitesburg** and **WKYV Harlan** both Ky., and **WNBG Grundy, Va.** Announced Aug. 19.

WCHK Canton, Ga.—Seeks assignment of license from **Christian & McClure** to **Cherokee Bcstg. Co.** Messrs. Christian and McClure are selling 40% of station to **T. N. Privette** and wife (20%), **M. H. McDougald** (10%) and **R. D. Peterson** (10%) Messrs. Prevette, McDougald and Peterson are employes of WCHK. Mr. Christian owns controlling stock in **WRFC Athens, Ga.,** owns stock in **WGBA Columbus, Ga.,** and is partner in **WULA Eufaula, Ala.** Mr. McClure owns stock in WRFC, WGBA and is partner in WULA. Announced Aug. 19.

WTJH East Point, Ga.—Seeks assignment of license from **James S. Rivers** and **Doris R. Rivers to James S. Rivers** and **Fulton National Bank of Atlanta,** trustees for three Rivers children, for $5,000. Mr. Rivers will continue to operate station and remain 52% owner.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION 0

AWAITING ORAL ARGUMENT: 7

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57); Butte, Mont., ch. 6 (8-14-57).

IN HEARING 10

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah., ch 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

WTMV East St. Louis, Ill.—Seeks assignment of license from **On The Air Inc.** to **Radio Missouri Corp. for** $212,500. Radio Missouri Corp. is owned by **Robert W. Day** (90%) and **Donald H. Richardson** (10%). Mr. Day is vice president of New York advertising agency; Mr. Richardson has real estate and insurance firm in Washington, D. C. Announced Aug. 15.

KLIL Estherville, Iowa—Seeks assignment of license from **Estherville Bcstg.** to **KLIL Inc.** for $15,000 plus rental fees. KLIL Inc. is owned by **Jack W. Turnbull** (50%) and **Lucille Turnbull** (50%). Mr. Turnbull is station manager of KLIL; Lucille Turnbull owns beauty salon. Announced Aug. 21.

KANV Shreveport, La.—Seeks transfer of control of licensee corporation from **Travis T. Hailey, Turner B. Morgan** and **Glenn V. Wilson** to **John M. McLendon** and **Anne P. McLendon** for $100,000. The McLendons own **KOKY Little Rock, Ark.,** 50% of **WNLA Indianapolis** and **WOKJ Jackson,** both Mississippi, and formerly owned **WKDL Clarksdale, Miss.** Announced Aug. 15.

WSBS Great Barrington, Mass.—Seeks relinquishment of negative control of licensee corporation by each **James W. Miller, Hope N. Miller, John T. Parsons** and **Blanche S. Parsons,** through the transfer of stock (15%) to **Montgomery S. Crane** for $11,500. Mr. Crane is New York businessman. Announced Aug. 21.

KOH Reno, Nev.—Seeks assignment of license from **McClatchy Bcstg. Co. of Nevada** to McClatchy Newspapers. Corporate change. No change of control. Announced Aug. 21.

KLAD Klamath Falls, Ore.—Seeks assignment of license from **Philip D. Jackson** to **KLAD Bcstrs.** for $175,000. KLAD Bcstrs. is owned by **Burton Levine, Rose L. Lerner, Myer Feldman** (each 30%), **Bessie Von Zamft** and **Melanie Thurman** (each 5%). Mr. Levine owns 40% of **WROV Roanoke, Va.** Mr. Feldman owns 14.25% of **KOMA Oklahoma City, Okla.** Rose Lerner, Bessie Von Zampft and Melanie Thurman are house-

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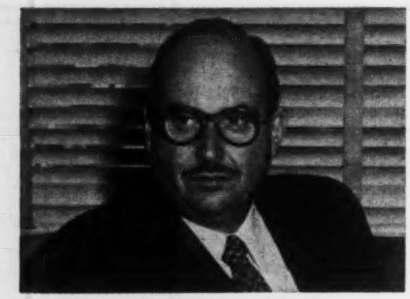

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wives. Announced Aug. 21.

KLIQ Portland, Ore.—Seeks assignment of cp from **Robert E. Bollinger** to **KLIQ Inc.** KLIQ is owned 100% by Robert Bollinger. Corporate change. No control change. Announced Aug. 19.

KCLW Hamilton, Texas—Seeks assignment of license from **Hamilton Bcstg. Co.** to **Coy Perry** as part of dissolution of partnership in several enterprises including **Hamilton Broadcasting Co.** and *Hamilon Herald-News*. Mr. Perry is a Texas businessman. Announced Aug. 21.

KCMR McCamey, Texas—Seeks assignment of license from **Sprayberry Bcstg. Co.** to **McCamey Bcstg. Co.** for $15,000. McCamey Bcstg. is owned by **Jim Sample** and **Donald Boston** (each one-half). Mr. Sample has gas interests in Pecos, Texas; Mr. Boston is commercial manager of **KIUN Pecos.** Announced Aug. 21.

KBBC Centerville, Utah—Seeks assignment of cp from **Bountiful Bcstg. Co.** to **Davis Bcstg. Co.** for $2,000. Davis principals include **J. Fred Pingree** (24.8%), **Marjorie C. Pingree** (24.8%), **Howard W. Pingree** (49.56%) and others. Howard Pingree is manager of **KWIC Salt Lake City.** Fred Pingree is Salt Lake City businessman; Mrs. Pingree is housewife. Announced Aug. 16.

KXLE Ellensburg, Wash.—Seeks transfer of control of licensee corporation from **Goodwin Chase, Jr.** and **Joseph B. Kendall** to **Willis R. Harpel** and **Stephen C. Wray** for $80,000 plus accounts receivable and other considerations. Mr. Harpel will own 51.3%; Mr. Wray will own 48.7%. Mr. Harpel is announcer at **KNXT (TV) Los Angeles** and Mr. Wray is radio-tv school instructor. Announced Aug. 19.

KREM-AM-FM-TV Spokane, Wash.—Seeks assignment of license from Louis Wasmer to KREM Bcstg. Co. for $2,000,000. KREM Bcstg. is owned by Dorothy S. Bullitt (40%) and King Bcstg. Co., (60%) which Dorothey Bullitt controls. King Bcstg. owns licensee of **KGW-AM-TV Portland, Ore.** Announced Aug. 19.

Routine Roundup

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of August 16

Granted licenses for the following tv stations: **WLBR-TV Lebanon, Pa.; KLEW-TV Lewiston, Idaho; WQED (TV)** Educational **Pittsburgh, Pa.; KVOO-TV Tulsa, Okla.**

KHOL-TV Kearney, Neb.—Granted cp to change ant. system.

KEW Seattle, Wash.—Granted cp to change ant.-trans. location, makes changes in ant. (increase height).

WMRY New Orleans, La.—Granted cp to change ant.-trans. location and make changes in ant. system (increase height and mount tv antenna).

KGY Olympia, Wash.—Granted cp to change ant.-trans. and studio location, make changes in ant. system (increase height).

WHMA-FM Anniston, Ala.—Granted cp to change ERP to 3.7 kw, ant. height to 190 ft. and change trans. location.

WMTN Morristown, Tenn.—Granted mod. of cp to change type trans. and change studio location.

KXLJ-TV Helena, Mont.—Granted mod. of cp to change ERP to vis. minus 0.973 kw, aural minus 0.486 kw, ant. height to 370 ft.; change trans. and studio locations.

The following were granted extensions of completion dates as shown: **WHFI Newark, N. J.,** to 12-31; **KDBX Los Angeles, Calif..** to 12-31; **KLON Long Beach, Calif., to 9-30; WFHA-FM Red Bank, N. J.,** to 11-29; **WBRD Bradenton, Fla.,** to 11-19; **KSTF Scottsbluff, Neb.,** to 12-12.

Action of August 15

WRNC Oakland, Md.—Granted extension of authority to remain silent until 10-1-57, pending changes in am station (WPGC).

Actions of August 13

WEEK-TV Peoria, Ill.—Granted cp to change ERP to vis. 371 kw, aur. 186 kw, ant. to 710 ft.

KLIQ Portland, Ore.—Granted mod. of cp for change in ant. location, approximately 125 ft., make changes in ant. (increase height).

KVSO-TV Ardmore, Okla.—Granted mod. of cp to change ERP to vis. 41.8 kw, aur. 20.9 kw, ant. height 830 ft., specify studio location.

UPCOMING

August

Aug. 30-31: Annual meeting of Montana Radio Stations, Inc. Florence Hotel, Missoula, Mont.

September

Sept. 3: Annual meeting, North Carolina Associated Press Broadcasters, Sir Walter Hotel, Raleigh, N. C.

Sept. 7: United Press Broadcasters of Indiana, Indianapolis.

Sept. 8-14: National Television Week.

Sept. 10: Premium Advertising Conference, Hotel Sheraton Astor, New York.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 11-13: Michigan Assn. of Radio and Tv Broadcasters, fall meeting, Hidden Valley, Gaylord, Mich.

Sept. 13-15: International Sight and Sound Exposition's annual High Fidelity Show, Palmer House, Chicago.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 3-4: Kentucky Broadcasters Assn., Hotel Beecher, Somerset.

Oct. 4: United Press Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky.

Oct. 4: North Dakota Broadcasters Assn., annual meeting, Bismarck, N. D.

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 11-13: Annual convention, AAAA Western Region, Sun Valley, Idaho.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17	Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20	Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

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RADIO

Help Wanted

Management

Sales manager wanted, for top midwestern independent with fm affiliate. Here's real opportunity for a proven man to work with finest facilities in expanding market, plus top residential-social area. Must be strong on training, organization, market research, and program know-how, and solid citizen. Salary-incentive plan in five figures. Box 897A, B•T.

Top-rated 5 kw midwest radio station seeks sales manager with management opportunity. Send complete information and picture. Box 929A, B•T.

Salesmanager—Ohio. Central Ohio major independent has immediate opening for top man. Box 955A, B•T.

Sales manager, excellent opportunity for good producer. Strong independent, major Indiana market. Box 956A, B•T.

Sales

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Top pay for a good producer in northwest Florida. Box 869A, B•T.

Salesman who is a self starter. A man with ideas and gimmicks. A man who makes all his presentations on disc or tape. You'll be joining one of top music-news in one of the top markets and you'll make top money. Send all information including picture to Box 927A, B•T.

Opening for good radio salesman with strong independent station in Washington, D. C., metropolitan area. Salary based on past experience. Box 937A, B•T.

Adv. salesman: Sell radio adv. with progressive N.W. radio station. The man we're looking for is a family man willing to work and live with his accounts. No hot shots. We want a man who can and will sell advertising in a protected territory. Good solid proposition. Box 953A, B•T.

Indianapolis major independent. $6000 guarantee, plus to proven salesman. Capable of growth. Box 957A, B•T.

Wanted: Solid salesman for northern Illinois station desirous of being sold solid. For a bright future, send your past to Box 959A, B•T.

Minnesota station needs salesman-announcer. Good salary plus commission. KTOE, Mankato, Minn.

Salesman: first time sales job open on aggressive regional station. We want experienced imaginative salesman who has been selling successfully, and now wants to join a young multiple station ownership group where there is a definite prospect of management. Commission basis, should average minimum of $7,000 first year. Family man preferred. Contact Joseph Amaturo, WESO, Southbridge, Mass.

Expanded activities require an extra radio time salesman, on NBC-owned station. If experienced and capable, write, wire or phone Gustave Nathan for interview. WKNB, West Hartford 10, Conn.

Have opening for experienced salesman. Commission plus car expenses. Write Manager, WNAM, Neenah, Wisconsin.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Polished DJ wanted—Rapid-fire delivery at a sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 a week. Box 669A, B•T.

Pennsylvania independent wants announcer with commercial experience. Must have good voice and run control board. Familiar with western and pop music. $75. Box 724A, B•T.

Experienced announcer. Young, ambitious man who wants a permanent position with a future. Chain operates several stations in Pennsylvania. Play-by-play experience an advantage. Car essential. Offer good pay with regular raises. Only experienced men need apply. Send tape, resume and photo. Box 810A, B•T.

Good announcer. Must be bright and sharp. Northwest Florida, top pay. Box 870A, B•T.

Independent Michigan market. Top music station needs strong dj, commercial and news men. Paid vacations. $80 to start. Send audition tape and photo to Mel Moss, Program Director. Box 921A, B•T.

Announcer-copywriter good in both departments for new modern music-news in up-state New York. Starting salary $70.00 per week. Apply to Box 928A, B•T.

Have opening for two announcers, southwest Texas station. Less than 40 hours a week. Box 942A, B•T.

Illinois kilowatt offers position to announcer who can handle varied assignments. Send data sheet, salary, tape. Box 961A, B•T.

Midwest power station wants top-flight air salesman. Salary starts at $7,800.00. Must have 1st phone license, minimum five years experience, clean credit and moral record. Send commercial tape, complete background. Box 962A, B•T.

Announcer-engineer. Combination board work and maintenance. First phone. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Top Texas independent needs top announcer-engineer. Emphasis on announcing, no maintenance required. Salary open. Send tape, photo, and background to: William A. Duke, Station Director, KDSX, Inc., Denison, Texas.

Double-in-brass personality dj skilled in interview shows with ability to fill in occasionally on play-by-play sports. John W. Powell, KHAS, Hastings, Nebraska.

Announcer-salesman with promotional ability. Some experience required. Write KLFT, Golden Meadow, Louisiana.

Staff announcer. Contact Bill Vogel, KLOV, Loveland, Colorado.

Come west immediately! Ambitious announcer receives above average pay. May sell on commission. Excellent living conditions! Hunting, fishing wonderland. First ticket pays extra. Rush airmail tape, photos, phone KPRK, Livingston, Montana.

Wanted, experienced announcer copywriter for growing radio station. Good hours and salary. Rush tape and resume. WAFC, P. O. Box 448, Staunton, Virginia.

Immediate opening for experienced dj. 5000 watt, independent station. Ideal working conditions. Must have good references. Send tape with background resume. WBUY, Lexington, N. C.

Ambitious announcer-salesman. Must be experienced in all phases. First phone desirable. Top pay for top man. Send tape, full resume to Claude Jones, Manager, WCFV, Clifton Forge, Va.

Wanted: Announcer, holding first class license permanent position with benefits. $400 monthly. Send tape and full particulars WEED, Rocky Mount, N. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer. Some selling required. WEHH, Elmira Heights-Horsehead, New York.

Announcer: regional station wants experienced announcer, preferably with personality approach. Contact Joseph Amaturo, WESO, Southbridge, Mass.

Wanted: A whizz for WIZZ! Announcer with first phone to become program director. $100.00 a week to start. Contact Vernon Nunn, WIZZ, Streator, Illinois.

Immediate opening for announcer with first class ticket. Good opportunity. Fast growing community. Radio Station WKEN, Dover, Delaware.

Announcer with training and experience. Must be able to do combination work and operate console. At least restricted operators license required. Night shift 6:00 PM to 12:00 M. Send audition tape, snapshot, references and past experience to: WKWF, Key West, Florida.

Immediate opening: Announce-sales combination. Salary and commission. Southern 250 going 5 kw. Play-by-play desirable, not necessary. Send tape and resume to Jim Gibbon, WLAU, Laurel, Mississippi.

Morning man, good ad libber, $85.40 to start. Profit sharing plan, WPAZ, Pottstown, Pa.

Immediate opening for announcer with first class ticket. Also seeking fulltime newsman with good voice. Send complete information to Robert Bodden, General Manager, WSWW, Platteville, Wisconsin.

Technical

Chief engineer-announcer, limited announcing. Must be strong on maintenance since you're the only engineer. Early morning shift done by noon. Six days. $1.65 to start with guarantee of $73.34. Box 754A, B•T.

Chief Engineer. 1000 watt remote control station in North Wilkesboro, N. C. Ideal working and living conditions. Box 905A, B•T.

Chief engineer wanted for 250 watt station, southeast. Combination man preferred who is good maintenance man and can do part-time announcing trick. Salary $100.00 a week. Write Box 948A, B•T.

Wanted, first class transmitter engineer. 250 watts. Daytime directional. Permanent. Post Office Box 573, Massillon, Ohio. Phone Temple 25-755.

Opening for chief engineer-announcer, permanent employment, starting salary $80.00 per week plus overtime. Contact if interested KLCO, Poteau, Oklahoma.

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able live and work well with others. Liberal time off. Send tape, references, salary requirements to WMIT, Charlotte, N. C.

Wanted-engineer first class license, good salary and good working conditions. Reply to Director of Engineering, WQED, Pittsburgh 13, Penna.

Chief engineer-announcer with first class ticket. WTRB, Ripley, Tennessee.

Production-Programming, Others

Live wire newsman. Background of reporting, editing, with forceful air presentation. Excellent opportunity at north central metropolitan am-tv stations. Send tape, snapshot and full details about previous experience, and advise salary expected. Confidential. Box 687A, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Dairy-minded farm editor wanted for medium-sized Maryland market. Should be able to dj country music early morning program as well as collect, prepare and present area farm news in noon show. Pleasant working conditions. Desirable degree of security and future for right man. Include photo and resume in first letter. Box 939A, B•T.

Copywriter: Girl, experienced in spot copy and log work. Board work available, if desired, not a requisite. Progressive northwest radio station. Box 954A, B•T.

50,000 watt showmanship station—offers good opportunity for man or woman with experience in creative writing that produces sales for advertisers. Persons versatile in production as well as copy writing are particularly invited to respond as this is chance to join enthusiastic staff of top-notch radio professionals. Send photo, personal and professional resume plus salary requirement first letter to Westinghouse WOWO, Fort Wayne.

Gal Friday to take over traffic and help in copy department. Write Manager, WNAM, Neenah, Wisconsin.

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Jobs in radio-TV-electronics are going begging. A *commercial* (not amateur) F.C.C. license is your ticket to higher pay and more interesting employment. We train you quickly—then help you find the job you want!

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Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name --

Address --

City ------------------------- State -----------

I am interested in:
☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted

Management

Enthusiastic, experienced, capable, selling, successful general manager of 5 kw station desires change. Age 36, college, married, family, non-drinker, church-goer, civic affairs, community interests. Available September. Box 844A, B•T.

Manager-sales manager: I possess authentic operations manual used by country's top rated music-news stations. Successful operation resulted in my station's pending sale. New owner plans to manage. May I submit proven twelve year administrative-sales experience record, quality industry acceptance and reputation. Confidential. Box 873A, B•T.

Manager or assistant. Eight years small market experience. Family, age 36. New owner will manage station I put on air and managed year with better than average record and profit. Box 908A, B•T.

General manager of top rated and news radio station in southwestern metropolitan market seeks opportunity to manage and acquire interest in smaller market station, preferably central or east Texas. Excellent record. Age 38. Box 920A, B•T.

6'3"-175 lbs. Brown hair. Hazel eyes, white, male, Floridian. Have 3 females, wife, daughter, dog. Manager of a small radio station. Announcer-program director-salesman-collector-public relations-minor maintenance, etc. My problems money, 2 (equal partnership bosses, other than my wife) and size of market. That's my story, may I hear yours? Box 922A, B•T.

Manager-sales manager: Ten years experience all phases radio and tv. Presently managing medium market independent. Excellent references. Box 924A, B•T.

Is your station suffering because of absentee ownership? Aggressive radio management available with capital to invest. Write Box 940A, B•T.

Gal late twenties wants offers, managerial, creative work radio-tv. Broad employment experience. Vicinity Los Angeles. Box 943A, B•T.

Manager-salesman, experienced indie operation; college grad; top references, permanent. W. E. Tarbutton, Federal 3-3577, Washington, D. C.

Sales

Experienced selling, engineering, announcing. Presently employed large market. Want position medium midwest market with good future. Box 841A, B•T.

Experienced salesman desires connection with financially stable station. California preferred. Box 892A, B•T.

Commercial manager, account executive Florida only. Proven sales and management ability. Excellent references, 20 years background. Highest type representative, no floater. Available Sept. 1st. Write P. O. Box 1261, Bradenton, Florida.

Announcers

Girl personality, dj run own board, eager to please. Free to travel. Gimmicks and sales. Box 756A, B•T.

DJ beginner, capable, eager to please, salary second to opportunity. Grad N. Y. radio school. Tape and resume immediate on request. Box 757A, B•T.

Personality dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 758A, B•T.

Staff announcer desires position in Illinois, Wisconsin, or Iowa. Reliable. Box 779A, B•T.

Versatile announcer-1st phone, California desired. 8 years radio. Box 838A, B•T.

Country and western personality dj. Fifteen years experience as entertainer on three major networks. Good adlib, run own board, desire permanent position. References, no tapes. Personal interview. Box 891A, B•T.

Experienced disc jockey, finest references. Employed at No. 1 Hooper station, competitive market. Box 901A, B•T.

Country-western dj. Announcer. Guitar. Third. Thoroughly experienced. Box 903A, B•T.

Young man 23 years old, thoroughly familiar with the latest records. Have done many Record Hops. No station experience, willing to start as trainee, salary unimportant. Need experience, travel anywhere. Box 904A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Would like to settle in midwest, preferably within 300 miles of Chicago. Have 3½ years experience, some tv. Age: 24. Veteran. Married. Box 909A, B•T.

Ticket-(no maintenance), good voice, some experience, desire easy operation. Box 918A, B•T.

DJ experienced in air-selling in major eastern market of two million! 3 years experience in production gimmicks, working board, and disc-jockeying air sales. 22 years old and willing to grow on air and in production with progressive station. Box 926A, B•T.

Attention north, east, west only. Better than average news and dj-announcer. Wants $100.00 per week minimum or guarantee with talent. Proven ability congenial, compatible, knows music. No R&R. Prefer independent operation. Box 925A, B•T.

Seeks dj show audition. Tape available, well trained, good background. Box 931A, B•T.

Announcer-director, 4 years experience, can operate all equipment. Married, desire to relocate. Box 933A, B•T.

Announcer, music, news (sales), willing to gather local news; good tape and experience. Prefer 2-3 station city. Box 934A, B•T.

Announcer, music, news, commercials. Can operate board. Tape available. Box 935A, B•T.

Versatile announcer with first phone available immediately. College graduate. Piano-voice. 27. Strong news-commercials. Excellent appearance. 1½ years experience. Former teacher. Box 938A, B•T.

Play-by-play, major sports, five years local news experience. Box 944A, B•T.

Attention Florida: Top morning man wants to come south. Presently employed; 4 years experience, some writing; tv training; musical background; college; married. Box 947A, B•T.

Good, versatile announcer. 2 years staff experience, car, board operation. Box 950A, B•T.

Five years experience major and minor market. Lively play-by-play and top Hooper record shows. Looking for a place to settle and raise a family. Can we get together. Box 952A, B•T.

Announcer. Recent radio grad, colored, top of class, personable, veteran, two years college. Determined to make good at your station. Box 958A, B•T.

Combo—1st phone, ham, young, married, A.A. Degree, 6 months experience. Want permanent job with progressive chain or station. Box 960A, B•T.

Announcer—1st phone. Experienced. Apt. 304, 1302 Linden Ave., Mpls., Minn.

Staff announcer good board operator all staff duties. Weaver, Route 1, Box 136, Corbin, Kentucky. Phone 1-354M.

Broadcasting school grad. DJ and news, can operate console. Eager to please. Have tape, photo, and resume on request. Joseph Baker, 7337 S. Lowe, Chicago 21, Ill. Tel: Aberdeen 4-7480.

Announcer with six weeks summer replacement experience, plus training. Tape, resume available. Charles Gerrard, 205 Centennial Courts, LaSalle, Ill.

Adaptable radio personality, capable dj, strong on commercials and news. Heavy Army and Air Force experience on national nets ("This Is West Point" MBS, "Moods In Melody" ABN, others) and transcriptions shows ("Proudly We Hail", produced-hosted "Manhattan Melodies" 1200 outlets). Network voice, BA in broadcasting, and seven years overall experience. Married, 27, out of service and available end of January. Prefer northeast or west coast. Tape, photo, resume: Ralph Rowland, Recruiting Publicity Center, Governors Island, New York 4, N. Y.

Versatile, adaptable, announcer. Married. Good voice with excellent potential. Air experience doing three weeks relief 500 watt station. Radio school graduate, 2½ years college. Move now for permanent offer. Jim Waran, 6328 N. Mobile, Chicago. Newcastle 1-4364.

Technical

Chief engineer—installation operation maintenance specialist. Plenty experience. Excellent references. Box 882A, B•T.

Capable engineer would like permanent connection as chief with chain or group operation anywhere south. $8000 year plus moving. Box 902, B•T.

Engineer, 3 years broadcast. Good maintenance. No announcing. Will accept chief. Box 906A, B•T.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer-announcer, experienced, wants to relocate in the south. $100 minimum. Box 911A, B•T.

Engineer 1½ years experience as chief, first phone, now available. Box 912A, B•T.

Desire position in radio or television. Have experience in educational broadcasting as control room operator and recordng technician. Knowledge of photography. Resume sent upon request. Box 913A, B•T.

First phone. Experienced in directionals. Available immediately. Prefer midwest. Box 915A, B•T.

Chief, 25 years radio, 1 to 50 kw, directionals, construction, 13 years chief, 10 present position. Prefer west or midwest. Box 963A, B•T.

Available immediately. Chief engineer. Presently employed, with announcing experience. Desires permanent position. 4 years experience, inclues installation of new equipment. Write, wire or phone Engineer, 2019-17th Street, Rock Island, Illinois, 8-9135.

Top engineer, interested position as C.E. to work with top manager in building station. Fair announcer, well experienced, good reference, married. Prefer 5 kw medium market on west coast, but will consider all offers. Write stating salary etc., 154 S. E. G St., Ephrata, Wash.

First phone, age 36. Experience. Desire work in Florida. Langlois, Colony St., Ansonia, Connecticut.

Production-Programming, Others

Foreign correspondent, newspaper, wireservice, radio, tv experience domestic and abroad. Young, family. Highest references. Looking for new assignment. Strong on: editing, feature writing, news analysis, network broadcasting. Box 890A, B•T.

Available September 15—Now toiling as summer replacement in a Met area news and music operation. Copywriting experience. References will prove congeniality and adaptability. Air check. Box 898A, B•T.

News director, playwright, producer, 30 years experience in show business, four years in radio. Lots of experience in voicing, procuring and editing local news. Also can sell advertising. Southwest preferred. No Spanish. Box 899A, B•T.

5 years radio, 2 television, family man, wants program directorship. Box 900A, B•T.

Program director with 7 years experience in indie and network operation, looking for good opportunity. Go anywhere for right job, all replies answered. Box 910A, B•T.

Well-known woman broadcaster-producer, radio-television, available for major station affiliation. Box 966A, B•T.

TELEVISION

Help Wanted

Management

Commercial manager for vhf station in important Texas market. Box 775A, B•T.

Sales

Energetic salesman who can produce for large Texas market vhf. Box 776A, B•T.

Need top flight experienced tv salesman for ABC affiliate in fast growing southwest market. Salary and commission open, write KELP-TV, Box 105, El Paso, Texas.

Announcers

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Send tape and resume. Box 907A, B•T.

Man for midwest regional VHF. Live commercials, weather shows. Must have strong sell. Excellent working, living conditions, growing market. Give full details first letter. Our staff knows of this ad. Box 930A, B•T.

Young announcer—4 years radio-tv experience. Presently employed straight tv major southeast station. Good commercial man. Prefer northeastern metropolitan market. Will consider others. Salary above 400 dollars month. Best of references. Highly recommended by J. D. Hastie, President, WUSN-TV. Contact him or Don Harris, WUSN-TV, S. C.

TELEVISION

Help Wanted—(Cont'd)

Technical

Studio technician with first phone license. Please supply complete resume and photograph. Box 880A, B•T.

Operator with 1st class license. Good salary and good working conditions in Missouri. Radio and tv operation. Box 887A, B•T.

Immediate opening engineer first class ticket. Operation—some maintenance. Call Elmira 3-5536, Elmira, New York.

Immediate opening, two licensed engineers. Experience desirable but not necessary. Salary based on experience. Car necessary. Contact W. M. Greely, KHOL-TV, Holdrege, Nebraska.

Transmitter engineer, four days per week, mountain transmitter. Finest living quarters for engineer and wife allowance. State background and required salary **Chief Engineer KOAT-TV, Albuquerque, New Mexico.**

Need experienced engineer for California VHF. Must be experienced in all phases of studio and transmitter maintenance. Contact Bill Hargan, KSBW-TV, Salinas, California.

Wanted: 2 experienced first class engineers to install and operate transmitter and studio equipment. Permanent position, good pay. Send complete resume, references, photo and minimum salary first letter. Start October 1st. Write Chief Engineer, WBOY-TV, Clarksburg, W. Va.

First class engineer for tv transmitter, experience not essential. Living quarters available at the transmitter, company supplies skis. Call or write Chief Engineer, WCAX-TV, Burlington, Vermont.

Expanding schedule need first class engineer. **Good salary based on experience.** Paid vacations, **insurance benefits. WDAY-TV, Fargo, N. D.**

First class engineer for central Illinois' most successful UHF station. Will train. Wire or call collect **8-0465.** Merritt, WICS-TV, Springfield, Illinois.

Production-Programming, Others

Television executive wants girl Friday with knowledge of television and radio business, shorthand and typing. Free to travel in or out of the United States and able to handle travel details, appointments, etc. Apply Box 696A, B•T.

Experienced photographer, 16mm, develop own film: Send resume; state salary expected. Contact RO, Box 626, Fargo, N. Dak.

Experienced commercial copywriter for television and radio. If interested in a career on NBC-owned station, write, wire or phone Gustave Nathan for interview. WNBC-WKNB, West Hartford 10, Conn.

Are you, the experienced, inventive, personable, permanent young woman we need in our television continuity department? Above average salary, best working conditions with a pioneer tv station. Address resume and snapshot to Continuity Director, WOC-TV, Davenport, Iowa.

TELEVISION

Situations Wanted

Management

Commercial and/or sales manager. Offers experience and industrious leadership. Box 916A, B•T.

Sales

Experienced salesman in radio desires connection with growing television station. West coast only. Box 893A, B•T.

Announcers

Announcer-director-sportscaster, production assistant, thoroughly trained tv-radio, experienced, creative. Also business administration graduate, 30, veteran, finest references. Walt Sterling, Box 34, Woodmere, N. Y.

Technical

Studio engineer, 1st phone, 1½ years experience, some maintenance. Box 895A, B•T.

First class license tv engineer, experienced all phases studio operations, three city interconnected color network. Honor graduate tv school, married, age 28, excellent references. Box 896A, B•T.

1st phone, 5 years tv including color with top network desires to relocate in Florida. Married and reliable. Box 914A, B•T.

AVAILABLE!

A MONOPOLY STATION IN THE WEST

LOCATION: Wyoming county seat

POWER: 250 w. full time

AFFILIATION: Mutual

MARKET: 100,000 audience in Wyoming and Colorado

GROSS: Running near $100,000 rate.

NET: Near $15,000

FACILITIES: Modern studio building completely equipped. 150 foot tower. Seven acres of land.

PRICE: $109,000. Half in cash. Balance on terms. Price includes $15,000 in net quick assets

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NEW YORK
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CHICAGO
35 East Wacker Drive Randolph 6-6760

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Film editor well rounded film experience. Presently employed, d-sires permanent position with larger responsibilities. Box 547A, B•T.

Director. Two years experience. "Can give high quality productions with low cost know how, can handle local commercial spots with variety and care, a very good imagination with the ability to put it to good use." Box 804A, B•T.

T.D., engineer, some directing experience, production, school grad, seeking opportunity in directing. Box 894A, B•T.

Director-cameraman. Family, creative, imaginative. 5 years experience all phases production. Presently employed 20th largest market, top basic affiliate. Desire more opportunity. Personal interview. Box 919A, B•T.

TV school grad, wants position as film editor. Eleven years experience with film. Details on request. Midwest preferred. Box 923A, B•T.

Continuity wirter, director; radio-tv experience with station and agency. Young. Cooperative. Box 936A, B•T.

Who? TV director, producer, writer, employed top metropolitan station (married, 28, college grad) seeks progressive relocation. Where? First class operation only. Why? Present stagnation. Box 945A, B•T.

Art director, 8½ years WAAM, Baltimore. Seeks position in tv or agency as visual man. Have designed and executed visual, static and live for beer accounts, food accounts, etc. Have had 15 years designing buildings and painting scenery for theaters and tv. Designed and executed Hopkins-Peabody Award show. Designed and executed DuPont Award winning show. Call HUnter 6-7531, Baltimore, Maryland or write Barry Mansfield, % Schriber Estates, Old Court Road, Pikesville 8, Maryland.

FOR SALE

Stations

Manager to invest in upcoming 500 watt daytime operation. New California market, ideal coast location, excellent potential. Box 856A, B•T.

5,000 watt station in largest metropolitan area in the south. Reasonable down payment, terms. Financially qualified principals will recognize outstanding potential. Reply to Box 967A, B•T.

Upper Connecticut valley area single station market priced near gross, $70,000. $20,000 will handle. Paul H. Chapman Company, New York office, 17 East 48th.

Southern metropolitan market small station with wide acceptance—priced near 5 year average gross at $150,000. Some terms. Paul H. Chapman Company, Atlanta office, 84 Peachtree.

Sold. Listing NX. Sale price index GBO. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Sold. 60% of all the am stations offered by this agency since its establishment. Ralph Erwin. Broker. Tulsa.

Oregon, fulltime, $48,500, $14,500. down, excellent growth area, wire or write, Norman & Norman Inc., Davenport, Iowa. Phone 3-5642.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Private, conservative service to qualified principals only. Ralph Erwin, Broker, 1443 South Trenton. Tulsa.

Equipment

Texas radio station will sell 60 watt vhf mobile news unit, including station transmitter and receiver, and mobile unit in 1956 station wagon. Will sell with or without the car. Best offer takes it. Reply to Box 771A, B•T.

UHF equipment, used. I kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

TOP PEOPLE IN TELEVISION ALL SECTIONS OF COUNTRY

TV Experienced Eager, Willing To Learn To Do Things The Way You Want Them

These people have just finished their training under the direction of TV professionals in Portland.

Northwest people are well-grounded in the practical aspects of TV production, but still anxious to learn *your* station's way of doing things. For TOP TV People, call Northwest First.

NORTHWEST
Television – Radio Division
SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

FOR SALE

Equipment—(Cont'd)

For sale: Complete Lang-Worth transcription library on 8 inch discs. May be purchased either with or without cabinet. About 1400 discs. Write Box 917A, B•T.

For Sale—Available August 20, increasing power, 1 kw, TTU1B RCA transmitter. Channel 23. filterplexer, harmonic filter. frequency monitor. 3 years old, good condition. Make us an offer. WMSL-TV, Decatur, Alabama.

For sale: We quit operations. Equipment for 1.000 station. Station WOKW, Sturgeon Bay, Wisconsin.

For sale. 4 Gates CB-11 3 speed turntables, $75 each. WE 20-B rectifier $75. Magnecorder PT-6. Joe Pelletier, WPME, Punxsutawney, Penna.

General Radio type 25A frequency monitor, completely reconditioned by the General Radio Company. Write or call WSTC, Stamford, Conn.

For sale: One Blaw-Knox 300′ self-supporting tower. Is 33′ square at base, will support FM antenna or light tv antenna. Contact Radio Station WTBF, Troy, Alabama for further information.

WANTED TO BUY

Stations

Principal interested in medium size station in good market, need not show huge net. Prefer eastern seaboard. Write in strict confidence. Box 793A, B•T.

Am selling my interest in station. Now have $50,000 cash for down payment on solid am deal. Midwest, southwest or east. Box 839A, B•T.

Station wanted, small or medium market. 15-20 down. Interested midwest, Pennsylvania, Maryland, Delaware, Virginia. No brokers. Box 864A, B•T.

Present owners of three am stations desires to purchase station with annual volume of $150,000-$200,000 range. Prefer midwest or eastern city of 75,000 or greater population. Responsible, well financed. Broker inquiries are invited. Box 868A, B•T.

Individual interested in purchase or control of radio station. Medium size market. Middle Atlantic states-south. Write in confidence. Box 941A, B•T.

Stations wanted. New Mexico, Colorado, Texas, Oklahoma, Missouri, Arkansas, Louisiana, Kansas. Ralph Erwin. Broker. Tulsa.

This agency has operated continuously under the same name and in the same city since its original establishment. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Stations wanted. New Mexico, Colorado, Texas, Arkansas, Louisiana, Missouri, Kansas. Ralph Erwin, Broker, Tulsa.

Sold. 60% of all the am stations offered by this agency since its establishment. Ralph Erwin, Broker. Tulsa.

Equipment

Wanted to buy: 10 kw fm transmitter. Also want fm monitor, other accessories. Reply Box 602A, B•T.

5 kw or 2 kw used tv transmitter. Contact Jay Cowen, KSHO-TV, Las Vegas, Nevada.

Desire 3 kilowatt fm transmitter, monitor and antenna. Henry G. Bartol, Jr. Box 1317, Tryon, N. C.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Management

SALESMANAGERS
STATION MANAGERS

We are expanding in the South—we want to expand even faster. We cannot afford personnel problems. We want two young men with experience—plenty of potential for our sales department who can become managers. We want to help these men develop their best qualities . . . men with their feet on the ground, who want to manage first class stations and make money. It's a wonderful chance to go first-class with the finest group of fellas you ever saw. Tell us everything with accompanying photo.

Box 846A, B•T

RADIO SALES MANAGER

Once-in-a-lifetime opportunity for outstanding radio sales manager in a major eastern market. If you're a big league sales manager — or a minor leaguer ready to move up — write or wire full details immediately.

Box 932A, B•T

Sales

SALES ENGINEERS

Broadcast equipment manufacturer has immediate openings for sales engineers to travel and call on radio stations in following territories:

Southern States
Southern California

Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Technical background essential. Permanent position. Many company benefits. Send resume.

BOX 990G, B•T

Announcers

TOP DENVER
MUSIC AND NEWS STATION

Needs top rated, aggressive fast paced disc jockey personality. Rush resume, tape and photo to

Box 951A, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

DJ's

OPPORTUNITY PLUS

Expansion of the Bartell Group of radio stations into new top markets has opened up new opportunities for

TOP TALENTED
DEE JAYS

Write to Gerald A. Bartell, Box 105, Madison 1, Wisconsin. Send a tape and a brief story.

WOKY, Milwaukee
WAKE, Atlanta
WYDE, Birmingham
WILD, Boston
KCBQ, San Diego
KRUX, Phoenix

THE BARTELL GROUP
B
FAMILY RADIO

WANTED

. . . a disc-jockey who knows he's got that "something" . . . knows the popular music history of America from "Pony Boy" up to NOW . . . has wit, humor and disposition worth national recognition . . . could be a king in the promotion field (if he wanted to) . . . can get the respect of every father in town, charm mama, and keep the kids crazy about him . . . has a sound . . . can take orders sometimes . . . loves money—and is ready to move to a great mid-west indie.

Resume—*QUICK!*

Box 964A, B•T

Our Staff knows about this ad.

RADIO

Help Wanted—(Cont'd)

Announcers

ARE YOU A NEGRO DJ
IN SMALL TOWN?

If you are a pretty good Negro DJ working at a part-time job or in a small town station and someday want to get into big-time radio at an ALL-Negro station—write us and send tape and photo. Really Rock'n-Roll the show. If you look like you can make the grade—we'll help train you to be even better than you are. We have three big Southern markets—and the finest bunch of DJ's in the country—all of them started at small town stations. We prefer men now down South. Apply right now!

Box 847A, B•T.

Production-Programming, Others

ALAS!

Our Gal Friday is getting married. If you have an eye for details, ideas and can write terrific copy, write Bill Montgomery, WNOR, Norfolk, Virginia. We don't have much fun, but we make a lot of money.

Situations Wanted

MODERN CHINESE PROVERB:

"Is better to have a good man working and all tubes perking." Say! That's good advice!! Over five years reliable service to broadcasters. Versatile announcer. Top maintenance engineer. Multi station experience. Veteran (exempt). 26. Single. Good references. PHONE: GR 9-4285. P. O. Box 537, High Springs, Florida.

WANTED

a Music Librarian who speaks fluent "thirty-three," "forty-five," and "seventy-eight"—for whom an album is *not* something to put pictures in—can plan a program of integrated music or desegregate rock-and-roll without causing a local revolt—re*members* more about hits, bands, sidemen, band-leaders, and cataloguing than the boss will ever know—can agree with a dee-jay without crossing the P.D. and vice versa—can live on a good salary and is eager to move to a great mid-west indie.

Resume—*QUICK!*

Box 965A, B•T

Our Staff knows about this ad.

TELEVISION

Help Wanted

WE'RE EXPANDING

Television Station WWTV, a strong regional VHF with CBS and ABC affiliations, needs:

ACCOUNT EXECUTIVE. A veteran member of our sales staff has purchased a radio station. His replacement will sell and service local and regional accounts in a busy, growing area which has produced five figure income.

SPORTSCASTER. An aggressive air man who'll become "Mr. TV Sportscaster" in a sports-minded area with excellent hunting, fishing plus organized sports. One who will come up with local sports stories, films, interviews to supplement AP wire and Photofax. Excellent pay arrangement.

STAFF ANNOUNCER. Man with strong commercial ability for live commercials, weather shows. Excellent opportunity for one who works hard at his profession.

CALL, WIRE OR WRITE NOW to Gene Ellerman, General Manager, WWTV Cadillac, Mich.

FOR SALE

Equipment

1—Model 250K RCA 250 watt transmitter and tubes
2—1400 KC crystals
1—311AB RCA frequency monitor
1—731A General Radio modulation monitor
2—RCA 70C turntables.

BEST OFFER TAKES

Reply to Box 886A, B•T

FOR SALE

Two second hand guyed Stainless, Inc. AM towers.

One Truscon self-supporting AM tower.

ACE-HIGH TOWER COMPANY
BOX 55, GREENVILLE, S. C.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

BUSINESS OPPORTUNITIES

RALPH J. ERWIN
Licensed Professional Broker
1443 South Trenton
Tulsa
Shreveport • Tulsa • Albuquerque

WANTED TO BUY

Equipment

WANTED

Used fifty kw radio transmitter. Advise make and model and we'll contact you to talk price.

Box 949A, B•T

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.

NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W. Washington, D. C.
Dept. B

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

PROFESSIONAL SERVICES

Facts About People and Jobs

We refer announcers to stations only after listening to audition tapes and checking backgrounds. For sales and production personnel for radio or television, we require personal interviews.

HENRY SCHAPPER AGENCY
Personnel for the Communication Arts
15 East 40th Street, New York 16, N. Y.
Murray Hill 3-8626
PAUL BARON
Director for Radio-TV-Film, Advertising
No advance registration fees

TELEVISION

Help Wanted

Management

PROMOTION MANAGER
WANTED

with tv experience for a midwestern network basic station in a major metropolitan market. Box 968A, B•T.

PROGRAMS & PROMOTIONS

Campaigns Set in 47 Cities For National Television Week

Local campaigns for National Television Week Sept. 8-14 and the follow-up Television Fall Festival have been promised in 47 major cities in 29 states, according to A. W. Bernsohn, chairman of the manufacturing-retailing steering committee for the nationwide observance.

He reported "the largest number of local campaigns the retailing phase of National Television Week has ever had" and added that "widespread evidence of interest coast-to-coast" promises the 1957 campaign will be a "highly successful promotion and merchandising program for television."

A "comprehensive battery" of campaign instructions, project plans and publicity materials has been mailed to local chairmen for the national celebration. Materials include a chairman's handbook, handbook supplement and a third kit with a variety of prototype releases, plus two tv interview scripts, for businessmen unfamiliar with publicity techniques.

Mr. Bernsohn reported "every possible phase of the program which could be preplanned by the public relations staff of Daniel J. Edelman & Assoc. has been so blueprinted."

WHCT Mails Promotion Series

WHCT (TV) Hartford, Conn., believes in spreading gossip—if it's of the harmless variety. It has mailed a series of four cards—each one planned to arrive on a different day—to promote its programming. The first one shows a man whispering to a woman, "What's up in Hartford?" and then goes on to say that the station carries 15 of the top 25 evening shows in that area; in the second, the couple is joined by another man who asks, "What's Happening in Hartford?" and is told that WHCT has the "biggest average share of audience morning and evening"; in the third, the trio is joined by another woman asking, "What's the Word in Hartford?" and she is answered with the information contained on the first two cards; in the fourth, the quartet is joined by another man asking, "Heard about Hartford?" and then repeats the information already given and in addition says "to get the facts, call CBS Television Spot Sales." The station is also using the cards as a series of ads in trade publications.

Pioneer Recipe Book Published

ABC Film Syndication, in conjunction with its merchandising program for *26 Men*, new television film western series, has published "Rangeland Recipes," a booklet containing recipes for authentic pioneer and modern western dishes. The booklet can be imprinted with sponsor's name and message and is designed as a giveaway and as a self-mailer.

CKWX Gift Plugs Power Move

To promote its move to 1130 kc with its new 50 kw transmitter this month, CKWX Vancouver, B. C., offered $11.30 as a gift to each child born in the Vancouver area on the day of the change-over.

Shari Lewis
HI MOM

IN a pre-show kick-off, Shari Lewis (above), star of WRCA-TV New York's new *Hi Mom* series, carriaged up and down Fifth Ave. on a Sunday afternoon and distributed over 1,000 helium-filled balloons which urged, "See Shari Lewis on *Hi Mom* weekdays, 9-10 a.m. on WRCA-TV, channel 4."

NBC-TV to Carry 'Wisdom'

Twenty-six filmed visits with outstanding figures of our time will be telecast by NBC-TV in a weekly series entitled *Wisdom* beginning Sept. 15 (Sun. 2:30-3 p.m. EDT). First subject will be Pablo Picasso. Some of the films in this series—known previously as "Conversations with Elder Wise Men," "Visits with Distinguished Persons" and "Wise Elders"—will be new, others will be repeats. Other subjects scheduled are Israel Prime Minister David Ben Gurion, composer Igor Stravinsky and Ruth St. Denis and Ted Shawn, founders of modern American dance.

'Face to Face' Debuts on CBS

A new live weekly series (Wednesday 9:30-10 p.m.) *Face to Face*, which originates directly from the homes of prominent personalities, was premiered last Wednesday by CBS. Arnold Michaelis, former executive with Columbia Records, is conducting the series. Producer Mike Todd was interviewed on the first show, and Mrs. Eleanor Roosevelt is scheduled to be the guest this Wednesday.

THE COMMUNITY-NEWS VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Anheuser-Busch Contest Offered Bavaria Trip or Ford as Prize

A new 1957 Ford V-8 was the first prize awarded by Anheuser-Busch Inc. in a "Where's Harry?" contest publicized on the Cardinals Baseball Network broadcasts. Listeners were asked to obtain entry blanks at stores selling Busch Bavarian beer and correctly identify sketches of faces of three Cardinals announcers—Harry Caray, Jack Buck and Joe Garagiola. Second requirement was to supply a fourth last line for a Busch Bavarian jingle ("If you've been to the land of Bavaria, Where Hearts are light and gay, It's undoubtedly true you have tasted the brew, . . ."). Entry blanks were made available at Busch Bavarian outlets in six states reached by the Cardinals regional network. The winner was given his choice of an all expense-paid trip to Bavaria or the Ford. Other prizes in the contest, which drew over 100,000 entries, were nine runnersup expense-paid trips to any Cardinals' home or road series and 90 portable transistor radios.

WHEN-AM-TV Plan for State Fair

WHEN-AM-TV Syracuse, N. Y., have announced plans for broadcasting all local live programs from the auditorium and stage of the city's Women's Building as their exhibit during the nine day 1957 New York State Fair. The fair begins Saturday and runs through Sept. 7. In addition to the regularly scheduled programs, special programs pertaining to the exposition have been added, bringing the total number of broadcasts from the fair to 41 tv shows, 37 radio shows and an hour and a half simulcast.

BMI Prepares Script Series

Broadcast Music Inc., New York, has prepared radio scripts based on the lives of famous handicapped people. The stories of famed composers, musicians, sports personalities, writers, political figures and entertainers will be featured in the series which is titled *Reason for Living*. The scripts, which will be available to radio stations throughout the U. S., were prepared at the invitation of President Eisenhower's Committee on the Employment of the Physically Handicapped.

KDB Gives Away Tickets, Money

In a recent public service promotion for the Fifth Annual Kiwanis Pancake Breakfast, KDB Santa Barbara, Calif., offered 17 tickets to anyone who stopped at the rear door of the station on a first-come first-served basis. When the tickets were gone within a few minutes, KDB then offered to give the price of the tickets in cash to anyone coming to the station. As a result, KDB estimates it gave away between $250 and $300 and reports that when it closed its doors, a crowd of sixty or more people waited and milled around the station.

WWJ
DETROIT
BASIC NBC AFFILIATE
FIRST IN DETROIT
• PROGRAMMING
• EXPERIENCE
• SALES RESULTS
ASK DETROITERS!
WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS
National Representatives:
PETERS, GRIFFIN, WOODWARD, INC.

MY MOMMY LISTENS TO
KiTE
More Mommies and Papas in San Antonio Listen Daily to KiTE Than to Any Other Station
NCS #2
Call Avery-Knodel, Inc.

TvB's TV VISION IS A BRIGHT ONE

President Norman Cash gives picture of tv impact to Western audience

Norman E. (Pete) Cash, president of the Television Bureau of Advertising, presented TvB's Vision of Television, 1957 *to West Coast agencies and advertisers in Los Angeles last Tuesday, in San Francisco last Wednesday.*

We are here to talk about a vision—a vision called television, 1957.

Ten years ago, the word "Friday" stood only for a day of the week. The word "Kukla" was only the Russian for doll. The word "Bilko" stood for a baseball player. "Howdy Doody" was only a greeting. "Earp" was only a sound.

Today, "Ampex tape" and "kinescope" and "coaxial cable" are common words.

Television has changed our language, our knowledge, our understanding of people, of places, of products. It has become a force that daily changes our life. Whether we consider it as social force, as advertising force, as selling force or as a vision, television is the basic force to move products to people and to move people to action.

This high voltage, high vacuum, electronic miracle has become commonplace, taken for granted.

Here is the number of U. S. tv homes: 40,300,000.

Here is how fast tv grew and is growing: one new television home every 8 seconds of every hour all last year.

Here is the number of commercial tv stations now on the air to take your message where you want it, when you want it: 478.

Here is the percentage of homes now outside the range of television: 3%.

Here's what advertisers think of television: They invested $1.21 billion in it last year.

This is the amount advertisers invested in spot television, which the Television Bureau of Advertising measured for the first time last year: $325 million.

Here's what national advertisers think of television: They voted it their number one medium for the second straight year.

With all its growth, television keeps on growing in viewer attention. Last year, 10 of the 12 months were all-time highs in the amount of time spent watching by the average tv home.

We believe that the more you know about tv, the more tv you will use—and the better you use it, the better your results from tv will be. So our approach to tv has been to measure its dimensions in terms of homes, types of homes, types of homes measured in terms of ownership or consumption or intention to buy actual products.

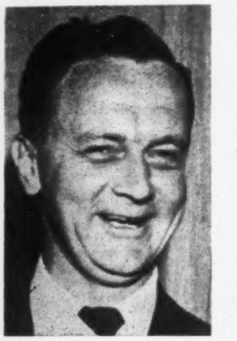
First, we find that television offers you the quality audience.

In the morning, 16% of all the nation's low income (under $3,000) homes watch tv during the average day and 35% of high income (over $10,000) homes. In the afternoon, 29% of the lower income homes are watching, and 44% of upper income homes. In the evening, 41% of all low income homes and 86% of upper income homes watch each day. Television, therefore, appeals more strongly to the homes with the money to spend, both in set ownership and set viewer-ship.

Because TvB's study was based on all homes, we can compare tv with newspapers. This comparison is used only to highlight and add significance to these tv dimensions. It does not imply there is anything wrong with newspapers as an advertising medium.

The average low income home in America spends 11 hours a week with newspapers and 29 hours a week with tv. The average high income home spends 13 hours a week with newspapers, and 50 hours a week with tv.

Both media are more popular with the upper than the lower income homes. While tv is more than twice as popular as newspapers in the lower income homes, it is almost four times more popular than newspapers in the upper income homes.



MR. CASH

The vision that comes to people's minds when they hear your name is important to you. Call it your "corporate image." How quickly does the public accept a new product or new use of your current product? What do your stockholders think of your company? In case of a strike can you compete with headlines? What do they think of you in the capital? In Washington?

With television, you can create, mold and prove the image for which you stand to both public and business simultaneously.

The roll call of industrial concerns using television to show the world their corporate image is a *Who's Who* of American business.

General Electric
Westinghouse
U. S. Steel
Alcoa
General Dynamics
American Machine & Foundry
Du Pont
American Radiator
Pacific Tel. & Tel.
Minneapolis-Honeywell
IBM
Sperry Rand
Carrier
Dow
Reynolds Metals
Johns-Manville
Bank of America

The coming season will see more. Monsanto will have 10 major television shows illustrating the conquest over hunger, disease, etc. Du Pont has a new series of hour and a half productions for the coming season called *The Du Pont Show of the Month.*

The Department of Agriculture reports that the average small family spends $18 a week for food, the large family $35 a week.

In the morning, 17% of the small families and 35% of the large families watch television. In the afternoon, 29% of the small families and 55% of the large families watch every afternoon. In the evening, two-member-family viewing goes up to 63% and five-member-family viewing to 80%.

Now let's be practical and see what you, as an advertiser, can reach: The advertiser's delivered audience.

You Bet Your Life with Groucho Marx reaches 31.9% of the television homes with a single telecast. *Lineup*, a different type of program entirely, also reaches 31.9%, both shows reaching 12,537,000 tv homes. On the surface, the audiences are equal. But with television, the advertiser goes beyond circulation to homes reached and beyond homes reached to the types of homes reached.

Groucho Marx reached over half (50.3%) of the older families, a total of over five million, while *Lineup* reaches only 26.6%, or under three million of these older families. *Lineup* wins in the large families, reaching almost four million of them while Groucho reaches only a few over two million large families.

The sponsors of these shows know their audience, know they can aim their advertising at their own particular audience, their market, whether it be young or old, large or small.

How about smaller budgets via spot television? This same pinpoint precision is available, taking 60-second commercials, in the top 50 markets of America, Monday through Friday.

You can be a television advertiser for $23,035 a week by going on the air at 12:30 p.m., or for $23,875 by telecasting at 4:30 p.m. What will this buy you in newspapers or magazines? We don't know. but in tv Nielsen reports that at 12:30 you could deliver over 12 million sales calls and over 15 million at 4:30. The later time period also delivers more different homes. But suppose your target was primarily the older home. Now the earlier time period is better, delivering over 600,000 more of these older homes than the later, higher rated period.

We should mention here that TvB is about to release its first analysis of 506 advertising budgets, ranging from $2,700 to over $106,000 a week. We cover seven periods of the day, four degrees of national coverage, two levels of frequency, three types of tv spots. We'll know our audience by age of housewife, family size, and, most important, by the ownership and rate of consumption of specific product categories. This will be available to advertisers through TvB members in the near future.

TvB has worked with the A. C. Nielsen Co., the Market Research Corp. of America, The Pulse Inc. and the Institute for Motivational Research to study television and its effects. We find one thing over and over again: the homes that view the most, buy the most.

Now let's see how tv can be put to work for you.

One of the problems in all advertising is that of enough space in which to show all the product's features, tell all about its advantages. Large space ads with dominant illustrations continue to increase in print popularity as the advertiser learns he must out-show his competition, must prove his product has more of what's good. A full page newspaper ad is about 300 square inches. This is your selling area.

The average television screen is about 200 square inches. But there's a difference in this selling space on tv and the selling space in newspapers. In tv, your ad is not just one full page, it's a series of full pages, each seen in turn, each dominant. We estimate that the average 20-second television spot gives you four full tv pages. The average minute commercial gives you up to ten tv pages. Thus, when the average full page newspaper ad requires only five or six tv pages to show the same thing, you have other space, extra space, on tv. The space of tv is about six times that of newspapers, ad for ad, selling point by selling point.

We hear the familiar cry that tv's fine—but too expensive.

Suppose you wanted to reach a million people. How small a budget can you use to reach them? The answer was documented by the Leo Burnett Co. of Chicago last April. Leo Burnett reports that to reach the million people via page black and white in newspapers will require an advertising budget of $10,790. To reach a million people via page black and white in women's service magazines will require $6,480. But in nighttime television, you can reach your million homes for only $1,420 and with daytime television it is even cheaper, $1,050.

Look at the cost of tv another way. Take the treasurer of your company. He is responsible for the dollars the company already has and for seeing that these dollars are wisely invested to earn more dollars.

Two advertising managers come to him for their advertising *loan*. Advertising budgets consist of dollars that have been removed from other corporate operations. The advertising manager receives his loan upon the agreement that he will invest it in reaching people; that, in reaching these people effectively, he will create in them the desire to buy the product; that the product will be sold—at a profit—and the advertising budget or loan returned to the corporation in terms of increased profits.

Look at it from the treasurer's point of view, his responsibility. The rate of interest he charges you for your advertising budget will depend on three things: (1) how good a risk you are, (2) the amount of money you require and (3) the length of time between now and when you return the money.

Let's look at each of these three in turn.

When you as advertising manager invest your advertising loan, how will you be able to account for where it went and what it bought? Take print. Suppose you bought a full page in a major monthly magazine with a circulation of 5 million. This ad will cost you about $20,000. Now your ad has run, appeared in print. What can you report back to your treasurer? Did you reach 5 million families? If you did, your readership would have had to be 100%. Your cost per thousand would be $3.60.

But suppose you had 50% readership, your cost per thousand now is $7.20. Or with 30% readership your cost is up to almost $11. Starch reports that your cost will average about $80 per thousand readers. So, in your report to your company, you'll have to say you bought *some* homes at a cost of between $3.60 to over $80 a thousand—you don't know how many, what type and how well they fit your market. You just can't say.

In newspapers, there are only six Starch-rated papers in the country, over 2,300 with nothing but gross circulation. Again, how can you audit your expenditures?

In print, you know the potential: The *Life* reader, the *Ladies' Home Journal* reader, how about *your* reader—what do you know about him?

With your advertising loan invested in television, you bought a full minute commercial at 6:30 in the evening in each of the nation's top 75 markets on the highest cost station in each. Time cost $12,500. It will deliver to your commercial over 5 million homes. Its cost per thousand will be $2.38.

Here is your report to your treasurer. Not just the homes you could reach but the homes you did reach. You can account for each dollar spent.

Which represents the greater risk to your company's treasurer?

Let's go to point two, the amount of money you must ask your treasurer for. Notice the example we just used. Both were aiming at about 5 million. The magazine required about $20,000 for the opportunity of aiming at these 5 million. Television required $12,500 for delivery of these 5 million.

And now for what we believe to be the most important point of this entire presentation: the speed of television.

Almost 2,400 years ago, Sophocles wrote "Oedipus Rex." It has been a constant favorite among theatre goers for all the years since 429 B. C.

On March 3, 1957, this same "Oedipus Rex" was shown on television. More people

ONE OF THE
FIRST 100 MARKETS

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower

CBS

REPRESENTED BY AVERY-KNODEL, INC.

WGR-TV
SELLS
BUFFALO!
TOYS

ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

Radio Buy... 1
KOSI Denver
KOBY San Francisco
HOOPER — PULSE — NIELSEN
KOSI—See Forjoe KOBY—See Petry

saw it in one night than had seen it in all history. A history of theatre-going was concentrated into one evening of television viewing.

Billy Graham had a record turnout in New York's Madison Square Garden. Yet, if he had been there for a full year, with capacity crowds to fill each of these thousands of seats, a full year in Madison Square Garden could not equal his audience of a single, hour-long telecast. Again, tv did a year's work in one night.

Let's return to our corporation treasurer and his problems, the two advertising managers. Both are aiming at 5 million homes. Forget now about impact or cost efficiency. Pretend that both reached their target, 5 million homes. Now who wins?

One ad manager reached his 5 million via magazines. The sales opportunity is once over a period of 30 days in a monthly publication. It takes one month for the issue to reach its audience. It took the ad manager some 30 days to deliver his audience his commercial message or advertisement. The weekly magazines allow a seven day repeat at his sales target.

Our other ad manager reached his 5 million homes via television. He did it in one night.

If the impact is the same (which it isn't), and the cost is the same (which it isn't), and the audience is the same (which it isn't), then the one that reaches the homes in the shortest period of time will be the one to create the quickest sales.

And this speed is important. If the purpose of advertising is to create sales, the purpose of sales to create profit . . . and from the profit comes the money for more advertising—if this is true, isn't it more logical, and practical, that the faster this cycle of advertising-to-sales-to-profit-to-more-advertising can be accelerated, the faster you will be able to re-enter the medium with new advertising for still further sales, further profits?

We have created an era of high speed production. We make more things faster than ever before. The obligation is to find ways to sell these same things equally fast. We can't wait a month or a year for the sales we could have tomorrow. Our rate of advertising must be at least as fast as our rate of production.

First Commercial Tv To Open in Scotland

Commercial tv comes to Scotland next Saturday when Scottish Television Ltd. is scheduled to commence service from its headquarters studios in the Theatre Royal, Glasgow. The transmitter, located at Blackhills (Lanarkshire), is expected to blanket almost 80% of the country.

Sales offices, under Anthony Jelly, STV sales director, have been set up at both the Glasgow headquarters and at Television House, Kingsway W. C. 2, London.

First rate card ranges up to (for 8-9 p.m. Sunday night) £135 for 15 second advertisement, £210 for 30 seconds, £255 for 45 seconds, and £300 for 60 seconds.

The new Scottish tv station has been telecasting test signals at selected times, Monday through Saturday, since last March to assist set installations and conversions. In addition, STV held 20 exhibitions in towns throughout the country to introduce Scotland's first independent television service.

Roy Thomson, chairman of STV, estimated that about four million people will be within range of the new service and said 75% of the 500,000 tv homes would have multi-channel sets by late this summer.

Start of the Scottish tv outlet will bring to five the total number of commercial stations operating in Great Britain under the Independent Television Authority.

Further planning for ITA's proposed station in southern England, scheduled to commence next summer, was announced with the appointment of C. D. Wilson as general manager for the program contractor. Mr. Wilson has resigned from the board of Associated Rediffusion and as business manager of Associated Newspapers Ltd. to accept the new post.

The southern program contractor, as yet without an official name, is a new group formed by the Rank Organization, Associated Newspapers (which already has a stake in Associated Rediffusion) and the Amalgamated Press. The projected station is expected to provide another two million viewers with commercial tv. It will serve a semi-circular region stretching across its base from Weymouth through Ventnor to Brighton and reaching to Newbury in the North.

Canada's BBM Sets Nov. 11-17 For Nationwide Audience Survey

A new audience survey for both radio and television is to be made throughout Canada during the week of Nov. 11-17 by the Bureau of Broadcast Measurement, Toronto, Ont. The full week survey will be made in 30 major markets, while the rest of Canada will have a survey for the first four days of the week.

This marks the first time BBM has announced the dates of the survey in advance since it put into operation its new type of audience survey late in 1955.

The results of the survey last spring have been distributed to all BBM members during August and a meeting for comments and criticism is being held by BBM directors for all stations, representatives and advertising agency executives in the King Edward Hotel, Toronto, on Sept. 10 at 10 a.m.

As a result of the 1956 fall BBM survey, the Broadcast Advertising Bureau, Toronto, has made a report on home radio listening, the first complete report of its type ever made in Canada. The report shows with graphs and figures how much time is spent hourly by Canadian metropolitan and non-metropolitan audiences listening to radio in the morning, afternoon and evening. The report, in booklet form, shows that Canadian families on a daily average spend 4 hours and 17 minutes listening to radio programs, with metropolitan areas listening 3 hours and 57 minutes and non-metropolitan areas 4 hours and 37 minutes.

Radio-Tv Ads Up in Canada

Radio and television advertising in Canada were both up in the first half of 1957, compared with the similar 1956 period, according to a survey by the Toronto weekly advertising publication, *Marketing*.

Its national advertising survey showed that only radio and television advertising were up to forecasts, with radio up 10% to 15% and tv up 25%. Radio had a slow start but a record-breaking June, with a growing number of advertisers returning to radio after ventures in other media. Some stations in secondary markets showed a slight drop, though in general the increased radio advertising was nationwide.

New Government Ad Agencies

Radio and television advertising of Canadian government departments is to be handled by new advertising agencies, following a big switch in agencies by the recently elected Progressive-Conservative government. Bank of Canada and Department of Finance advertising, which uses a great deal of radio and tv for bond drives, is to be placed by McKim Adv. Ltd., Toronto, with French-language copy for the Department of Finance to be handled by J. E. Huot Publicite Ltd., Montreal.

Department of National Defense, which

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

uses some radio and tv advertising for recruiting, will use three new agencies, H. E. Foster Adv. Ltd., Toronto; O'Brien Adv. Ltd., Vancouver, and Burns Adv. Ltd., Montreal.

Seasonal radio and tv advertising is used by the Canadian Post Office Department and this in the future will be placed through H. E. Foster Adv. Ltd., Toronto, while Department of Labor copy will go through McKim Adv. Ltd., Toronto.

Canadian Agencies Set Record: $204.5 Million in '56 Billings

Canadian advertising agencies handled more billings last year than in any previous year, according to findings of the government's Dominion Bureau of Statistics.

In its annual report on advertising agencies, released in mid-August, the bureau stated outlays on advertising and other services for clients rose 15.4% to a record of $204,581,000 from $177,240,000 in 1955. There were 110 advertising agencies in operation in 1956 compared with 104 the previous year.

Gross revenue increased by 15.7% to a high of $32,204,000 from $27,690,000 in 1955. Net revenue, before taxes, was up 18.7% to $3,291,000 from $2,772,000. Advertising handled for clients on which commissions were paid rose to $201,797,000 from $174,925,000. Agencies also collected $694,000 for market surveys and other research work, up from $391,000 in 1955, while other fees increased to $2,089,000 from $1,925,000.

Radio-Tv Talks Set for Queen

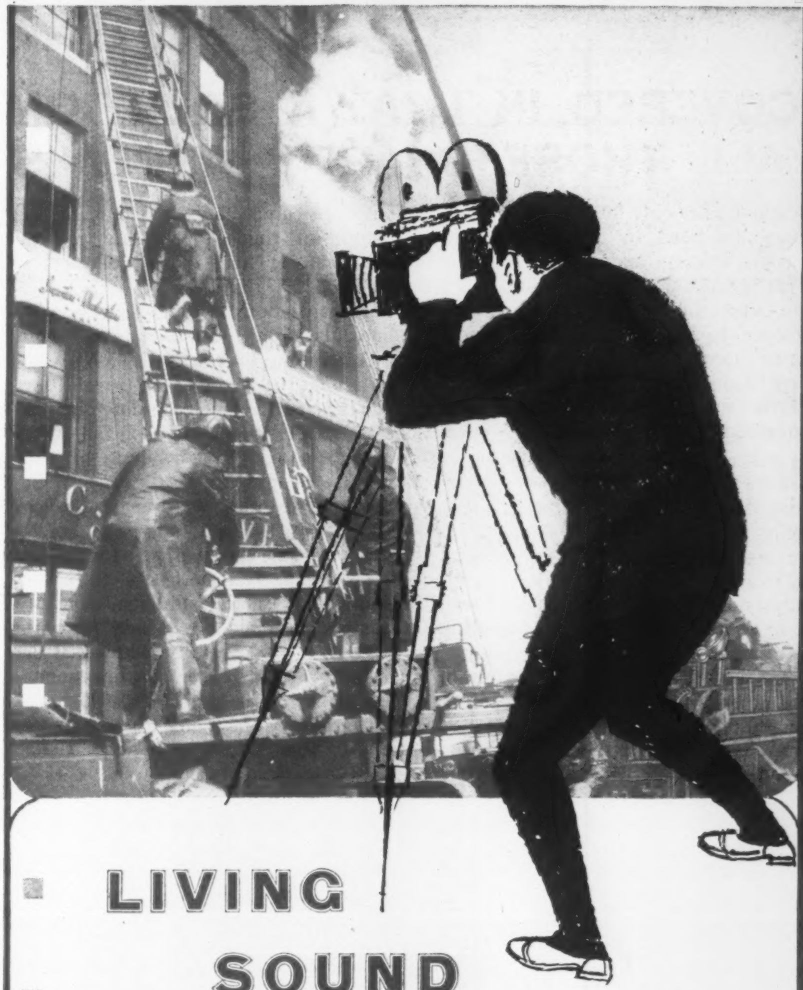
Queen Elizabeth II will make two radio and television appearances while in Canada from Oct. 12-16, the Canadian government has announced. On Oct. 13 at 9 p.m. EDT the Queen will broadcast nationally over all Canadian radio and television network stations and on Oct. 14 she will open the Canadian Parliament at 3 p.m. EDT. The ceremony and her address to the Parliament will be broadcast and televised.

The four day visit of the Queen and Prince Philip will be broadcast and telecast from all public receptions and tours of the Ottawa area, the only city the royal couple will visit in Canada.

Canadian Radio Sales Up, Tv Down

More radio receivers and fewer television receivers were sold in Canada in the first six months of 1957 than in the similar 1956 period, according to the Radio-Electronics-Television Mfrs. Assn. of Canada. In the first half of 1957 a total of 254,188 radio sets were sold compared with 243,271 sets in the previous year. Tv set sales totaled 170,672 units compared with 216,196 in the 1956 period.

Ontario province led in sales in the first half of 1957, with 117,925 radio sets and 64,756 tv sets. Quebec province followed with 57,975 radio and 47,856 tv sets.



LIVING

SOUND

captured at last in

TV spot news on

SOUNDCRAFT

16mm MAGNA-STRIPE RAW STOCK

You can now get Soundcraft Magna-Stripe (film with pre-applied magnetic sound track) in raw stock form! The availability of Magna-Stripe Raw Stock, and equipment for its use—now enables you easily to convert from optical to magnetic sound track—to achieve living sound for your TV spot news films! Only Soundcraft's Magna-Stripe provides *Oscar-winning oxide formulation!

Because optical developing processes cannot affect sound already recorded on Magna-Stripe, you can develop your films for maximum optical clarity. All the advantages of tape recording are yours with Magna-Stripe! First adopted in CBS-TV Newscasts—Magna-Stripe has won viewer and critic plaudits for "live" sound quality in spot news broadcasts. To learn how easily you can convert to Magna-Stripe Raw Stock ...write Soundcraft today!

*1953 Academy of Motion Picture Arts & Sciences Award

REEVES SOUNDCRAFT CORPORATION

10 E. 52nd St., New York 22, N. Y. • West Coast: 338 N. La Brea, L. A. 36, California

WORLD'S LEADING MANUFACTURER OF RECORDING FILMS

DISCOVERED IN L. A.: A SOLUTION TO ALL THOSE CHARITY APPEALS

Broadcasters, like all other American businessmen, are beset by a multitude of appeals from charity and social service agencies for permission to solicit funds from employes. Often there is also the request that employes be allowed to pledge contributions to the charity which can be paid off through deductions each payday—with the employer, naturally, donating the cost of the extra bookkeeping involved.

Unlike other businessmen, broadcasters also are called on to support the various fund-raising drives with volumes of on-the-air publicity ranging from brief announcements to round-the-clock talkathons and telethons, to which performers, writers, announcers, producers and technicians are also expected to contribute their services gratis. But that's another story and beside the point.

The point here is that, unlike other businesses and other broadcasters elsewhere, the managements of Hollywood's radio and tv stations have managed to rid themselves and their employes of the annoyances of a steady parade of fund-raisers following one after another week after week and month after month. More than 2,000 appeals are made annually in Los Angeles alone.

It was in 1949 that Sidney N. Strotz, then NBC's vice president in charge of the network's Pacific division, got all network and station managers together to see what could be done to halt the waste of time and money occasioned by the continuous stream of employe appeals. Executives from allied fields joined in; the result was a decision to permit but one employe solicitation a year and to establish an organization to handle this solicitation of funds for charity and the disbursement of the funds collected to charity.

The organization is Radio-Television-Recording-Advertising Charities Inc., commonly referred to by initials (RTRA) which are as familiar to West Coast broadcasters, advertisers, agencies and recording organizations as NARTB or AFM. Each fall (October-December), RTRA conducts a drive among the employes of all firms falling within the categories the organization embraces. Most members subscribe to the RTRA "Golden Ruler Plan" for payroll deductions ranging from ½% to 2% of the individual's salary, although some prefer lump sum donations which have run as large as $5,000 from an individual and much more than that from organizations.

The moneys collected are distributed to eight charities: Community Chest Agencies, American Red Cross, American Cancer Society, American Heart Assn., City of Hope, Sister Kenny Foundation, United Cerebral Palsy and YMCA. These benefiting charities in exchange agree not to solicit RTRA member firms or their employes at work or the employes and their families at home.

Neatly sidestepping difficult annual allocation decisions and the pressure that inevitably would be exerted to influence these decisions, RTRA allots its charity funds—collections minus costs of the campaign—on the basis of how much money each charity has raised by itself in the Los Angeles area. The charity collecting the largest sum on its own gets the largest percentage of RTRA money. And it's a tidy sum. The 1956-57 RTRA campaign collected $271,000 from 6,343 contributors and turned about 90% of it over to the charities.

THE RTRA BOARD OF DIRECTORS: Standing (l to r), Cliff Gill, vice president KBIG; Mike Eliason, personnel director, CBS; Cy Pearson, vice president and manager, California Bank, Hollywood; Harold R. Maag, vice president and western manager, Radio Corp. of America; H. Bruce Baumeister, counsel for KTTV (TV) (RTRA secretary); Frank Nelson, president, National Board, American Federation of Radio & Television Artists; Karel Pearson, director of radio, NBC; Elton Rule, general sales manager KABC-TV; Robert P. Myers of Lillick, Geary, McHose, Roethke & Myers (RTRA legal counsel), and Burt Zinn, executive vice president of RTRA.

Seated, C. Burt Oliver, vice president, Foote, Cone & Belding (vice president RTRA); Pat Martin, assistant personnel manager KTTV (assistant secretary RTRA); Hilly Sanders, vice president, Dan B. Miner Co.; Ben Alexander, actor (RTRA president); Liz Gould, executive secretary Radio-Television Directors' Guild (RTRA treasurer), and M. J. Rockford, executive vice president in charge of radio and tv, Music Corp. of America (RTRA ex-officio).

RTRA can do this because the organization begs as avidly for itself as it does for the charities for whom it raises funds, never buys what it can get by asking. Typing jobs are divided among the girls of a score of organizations. Publicity and promotional pictures are taken by network publicity photographers and the networks also provide as many prints as are needed at no cost to RTRA. For the first five years, the organization occupied rent-free offices: three years using space donated by J. Walter Thompson Co. and two as guests of CBS in Hollywood's old Earl Carroll Theatre Building. When it took its own quarters, RTRA got the furniture it needed from the new furniture division of Beekins Van & Storage Co., veteran radio advertiser.

The net result is that costly campaigns are averted. This year, to pay its executive director (Burt Zinn, with RTRA since 1950 and its only full-time paid executive), secretary, additional campaign help, stationery, printing and mailing costs, rent and overhead, the RTRA board has set aside only $27,000.

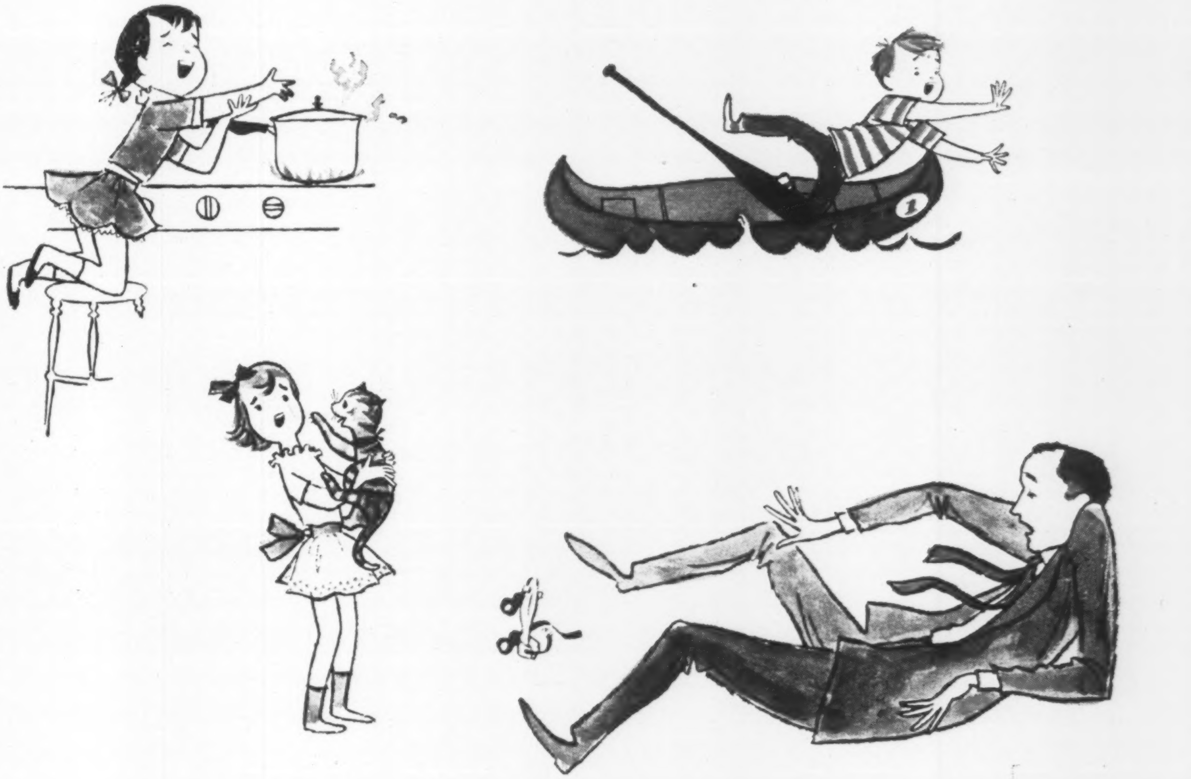
Another major factor in RTRA's success is its enlistment of top level industry figures for voluntary administrative positions. For example, the RTRA presidents, starting with Mr. Strotz, have included Thomas C. McCray, vice president and general manager of KRCA (TV) Los Angeles; Robert O. Reynolds, president, KMPC Los Angeles; M. J. Rockford, executive vice president for radio of Music Corp. of America; Donn B. Tatum of Walt Disney Productions; Walter A. Tibbals, vice president, Anderson-McConnell Adv. Agency, and actor Ben Alexander, newly elected 1957-58 president, who is best known for his role of Frank Smith, sidekick of Sgt. Friday in *Dragnet*.

RTRA's six-year campaign record breaks down this way: In 1951-52, 2,872 persons contributed $118,819; 1952-53, 4,212 persons gave $152,584; 1953-54, 4,693 persons gave $174,218; 1954-55, 5,083 persons gave $196,783; 1955-56, 6,011 persons gave $223,318; and in 1956-57, 6,343 persons gave $271,000.

When the annual RTRA campaign period rolls around each October, the organization has the advance readiness of a Normandy invasion. A campaign chairman is selected and committee fund-raising heads appointed for such industry divisions as publicists, law firms, talent organizations, tv film distributors, business managers, music publishers, special gifts, radio and tv schools, station representatives, advertising agencies, networks, independent stations, production companies, record companies, unions and guilds.

Board members make as many as three speeches a day to special groups throughout the campaign. Bulletins and broadsides saturate the area. There is departmental pride when personnel hit 100% subscription to RTRA's Golden Ruler Plan.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Are you ready for emergencies like these?

Now is the time to check your first-aid cabinet . . . for during the summer months there is a daily average of 280 accidental deaths, to say nothing of the almost endless number of burns, cuts, bruises and other injuries.

So, it is important to know *what to do* and *what not to do* in situations ranging from minor scratches or cuts to more serious injuries such as broken bones.

To treat minor cuts: most cuts heal quickly if cared for promptly, but can become serious if infection develops. The first thing to do is to wash the cut under warm running water. Then promptly apply a mild antiseptic and sterile compress.

If iodine is used, remember that it becomes stronger with age and old solutions should not be applied.

To treat more serious injuries: falls cause many serious injuries, especially among young children and people age 65 and over. If you suspect a fall has caused a broken bone, do not move the victim unless absolutely necessary. Keep the patient comfortable and get medical care promptly.

If an accident occurs and you cannot determine its extent or seriousness, call a doctor. Describe the injury, tell him where the victim is, what you have done and the victim's apparent condition.

With your description, the doctor can offer suggestions, decide how urgently he is needed and foresee what equipment he should bring.

COPYRIGHT 1957—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)
1 Madison Avenue, New York 10, N. Y.

From 6 AM to Noon in the Nation's Capital...

980
RCA VICTOR

WRC IS THE SPEAKER OF THE HOUSE!

WRC brightens the mornings of more listeners than any other Washington radio station. During the period from 6 AM right up until Noon, WRC averages a 22% share of the total radio audience . . . which amounts to a convincing *10% advantage over the second station!*

Al Ross' "Timekeeper" program starts it all off with three hours of entertainment that attracts and holds homemakers and husbands getting set to work *and to buy*. Gene Archer follows with his "Date in Washington," which wins a wide, loyal following throughout the Capital area. WRC's local hits are followed by network favorites such as the "NBC Bandstand" show, for a fully balanced morning schedule.

In Washington's 17-radio-station market, WRC's big advantage will prove to be to *your* advantage, too. Let WRC Radio speak for *you* in the nation's booming Capital!

WRC·980

WASHINGTON, D.C. SOLD BY NBC SPOT SALES

Source: NSI Report, Total Station Audience—Washington, D.C., Area—May, 1957

MONDAY MEMO

from **RUSS YOUNG,** *vice president, Russel M. Seeds Co.*

DON'T EXPECT TO RIDE THE COATTAILS OF RADIO'S RESURGENCE

Radio, as they say on Madison Avenue, has "happened." Billings have soared, sponsor interest is booming. Radio representatives, station managers and time salesmen are wearing smiles that won't come off.

Cinderella not only has attended the ball, she's married Prince Charming and, unless they lose all touch with reality, they should live happily ever after.

In fact radio is so popular, there's some danger of it becoming a fad. If advertisers start jumping into radio with the idea they can't miss, there is many a rude awakening ahead.

Television became a fad, especially network tv, which is one reason costs have risen so steeply, and each year we see a number of advertisers pulling out to lick their wounds. At this time of year, when the major tv networks used to be practically SRO, there are an alarming number of excellent nighttime programs with alternate sponsorships open—but no takers. It seems that last season's 75% mortality among new shows has made the bankrollers a bit gun-shy, and with reason. This is rough because tv is probably the greatest medium ever made available to an advertiser, but advertising is supposed to be an investment, not a speculation.

So that's why some of us are a little worried about this sudden boom in radio. Radio isn't a new "miracle medium"; it's an old reliable standby that most of us have been using for years. Even the popular new catchword, "saturation," is not as new as many people believe. We used this approach as long ago as 1950. For one of our clients, more than 60,000 radio announcements were broadcast throughout the country over a two-week period.

As I recall, we weren't particularly impressed with ourselves. This was just the way to do that particular job. It was a successful campaign, but heavy frequency and complete coverage were not the only factors! Success hinged on what we said, how we said it, and when we said it, as well as where and how often. So we shouldn't get to thinking of radio as a panacea. There's no all-purpose media formula that will work wonders automatically.

BE REALISTIC IN COMPARING RADIO AND TV

Radio, however, does offer today an attractive opportunity for many advertisers. The medium is not over-priced (yet) and a carefully-thought-out campaign with really top copy and creative work and timebuying strategy can pay off in blue chips. But success can't be taken for granted just because radio is enjoying a phenomenal rebirth in popularity and looks a lot less costly than television. Even though radio costs do look low by television standards, radio is not cheap enough that we can afford to prop it up on the media checkout counter as an impulse item. And let's don't kid ourselves that there is any valid and direct relationship between radio cost-per-thousand and television cost-per-thousand. A minute of television advertising is still worth more than a minute of radio advertising and, I think, always will be.

There are a number of reasons for this, but we'll look at only the most obvious one. Radio, for the most part, plays to an audience which is not really attentive. The radio listener, when he turns on his set, may just want to check the time, news or weather, and listen with only half an ear until what he wants to hear comes along. Or he may just want company, a little noise around the place, pleasant music and talk as a background for other more engrossing activity. He may, and usually does, "hear" a commercial message many times before he really "listens" to it. Unless there is something in the commercial which gets his attention, he may never get the message, except through an unconscious mental osmosis—a plus, but an unmeasurable one.

When a person turns on his television set, however, he usually intends to watch something. This is still no guarantee that he'll watch the commercial every time you want him to. When the commercial comes on, he may well turn to his friends with some light conversation, get up and open the traditional can of beer, or contribute his bit to the "water pressure" survey. But often he just sits and watches the commercial. And when he watches it, he *watches* it! As a result, he gets the full impact of the product story transmitted in sound and pictures and maybe even color—a combination only television can give.

By this comparison, I don't mean to disparage radio's effectiveness. My point is that you usually have to reach a consumer many more times with a radio message than you do with a television message to get a comparable response, and this wipes out the apparent cost differential to a considerable degree.

RADIO'S STRONG POINT: COST PER IMPRESSION

But radio does offer a lot of immeasurable plus. A shopper in a supermart often will stop and look at a displayed product which he had no intention of considering and, without knowing why, either pass it by or put it in his cart. Here we see at work the unconscious effect of all advertising, but in this area, radio, with its ability to deliver more multiple impressions for the money than competing media, scores high.

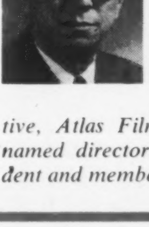
Usually it's some bright copy twist or production device that catches the vagrant attention and fancy of the radio listener. In Chicago they can still tell you what kind of coffee "Mortimer" was not to forget to bring home. New Yorkers today can identify "that heavenly coffee," and radio listeners all over the country who haven't yet figured out where the yellow went, know beyond hesitation what toothpaste banished it.

We hear plenty of success stories about radio today, but behind every success story there is a well-constructed and well-researched advertising plan created by an advertising agency or group of agencies that know what they are doing.

Any radio advertiser has a right to expect the best qualified talent his agency can offer for his radio effort, because that's what it takes. Radio is great—but in itself, it is no panacea.

So let's don't let radio become a fad. It's just as easy to fail in radio today as it ever was.

Research it, plan it, give it the best creative work possible to get, and then buy. And when you buy, buy enough!



Russell Blackburn Young; b. June 20, 1910, in Chicago. Attended School of Art Institute of Chicago. Was legitimate actor, set designer and director. Joined WGN Chicago in 1935 as announcer-producer. Became radio director, Blackett-Sample-Hummert in 1943; radio director, Hill Blackett & Co., 1944; assistant director of radio, Russel M. Seeds Co., 1947; account executive, Atlas Film Corp., 1948-49. Rejoined Seeds in 1950, named director of radio-tv later same year, and vice president and member of plans board in 1951.

Perseverance Pays Off

HOW perseverance pays off was never better demonstrated than in the administration's about-face on the admission of U. S. newsmen, representing all media, to Red China.

For the past eight years our newsmen have been excluded from Communist China, unable to write or broadcast eye-witness news. Persistent efforts during the last year to get State Dept. approval for readmission of news correspondents proved futile—until last week. Now the administration has permitted 24 newsmen, including correspondents for ABC, CBS, Mutual and NBC, along with the press associations and large newspapers and newsmagazines to go to Red China on a six-month basis.

This would not have happened if the news organizations had not persisted in their efforts to break down the indirect censorship. Public opinion was for it because there was logic in the arguments for free access to news. Bureaucratic road-blocks could not stem the tide of public and Congressional opinion.

Chalk this one up as another important victory in the constant battle for freedom of information. News is news wherever it can be found.

In Imminent Danger

ANY DOUBTS about the imminent danger to chs. 2 through 6 through pre-emption by the military is now dispelled. It now seems to be a matter of when the pressure will be applied to have the President, by executive edict, clear the way for a transition, whether it be in one, five or ten years.

The military contends that the electronic devices needed for missiles and satellites in push-button warfare are so complicated that additional spectrum space is needed. This much, after continued denials of reports in this journal, now is admitted.

It is frightening to comprehend the staggering dislocations that would be caused through clearance of the 50 to 90 megacycle range constituting chs. 2 through 6. More than 200 stations now are operating in this band, serving millions of Americans. Receivers, in which the public has invested billions, would become useless or only half-sets. Tens of millions in broadcasters' investments would be wiped out.

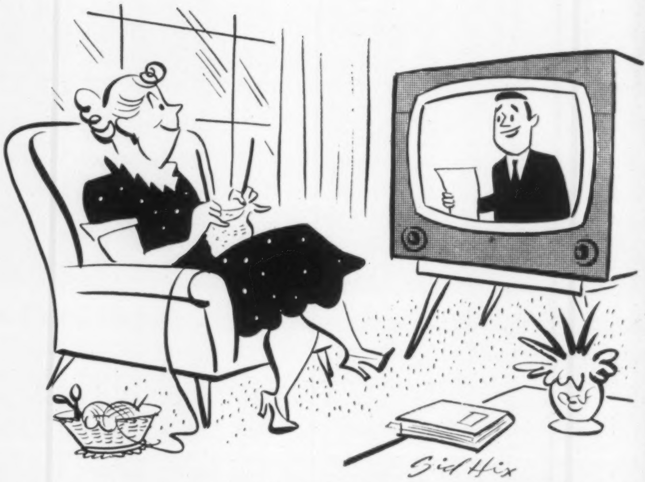
And there can be no assurance that it would stop there. Would the other seven vhf channels remain secure? Is there anything to stop the military from going after any or all of the 70 uhf channels?

Heretofore, little more than lip service has been given to a move of all television to uhf. It was first broached in 1949 by the then FCC Chairman Wayne Coy. There were less than 3 million television sets as against some 39 million today. There were 108 stations on the air as against 500 today. The Coy trial balloon blew up because of the "heavy investment" by the public in receivers and the untold havoc that would be wrought.

Ever since, broadcasters and the FCC alike have been dealing in the dark. The military has never shown its hand. It did not have to. It is responsible only to the White House on its use of spectrum space. It gets its allocations from the White House without regard to private needs. There is no arbitration. The use it makes of its vast expanses of spectrum is unaccounted for. It turns a deaf ear to contentions that it is using continuous recordings on many frequencies, holding them on a stand-by basis.

It is entirely possible that a wholly wrong approach has been taken on spectrum allocations. Possibly the answer lies in an entirely new philosophy of allocation. If it is true that a substantial portion of the present allocations to the military is for standby or emergency purposes, perhaps the answer is in a dual structure.

Could a half-dozen additional vhf channels be carved out of present military allocations to be used commercially with military operations taking over during silent hours for their test runs or even communications traffic? In a national emergency provision already is made for the silencing of any and all communications by Presidential order. Conelrad, using am radio only, takes over to keep the public informed.



Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . And now a brief resume of last night's picture for those of you who fell asleep during the late, late show!"

If this proved feasible, perhaps there would be sufficient contiguous space to accommodate vhf demands, giving existing uhfs first priorities. Perhaps the military would satisfy its immediate needs by using vacated uhf channels.

We do not argue that these are the answers. Manifestly, no reasoned conclusion can be reached until a definitive study is made and until the military, on the one hand, and the FCC representing private users on the other, sit down together.

Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.) have introduced identical bills proposing the appointment of a three-man commission, independent of government, to study utilization of the spectrum by the Federal government. The military now wants no part of it. The Budget Bureau, which must pass on the funds, recommends against it.

Unless there is Congressional intercession—and we can conceive of no more restrained or careful approach than that proposed by Messrs. Potter and Bray—tv service as we know it could be seriously crippled by the stroke of the Presidential pen.

It's no longer a question of whether the military is wasting spectrum space that might be diverted to expand vhf tv service. It is now an issue of survival.

Joe Ream's Return

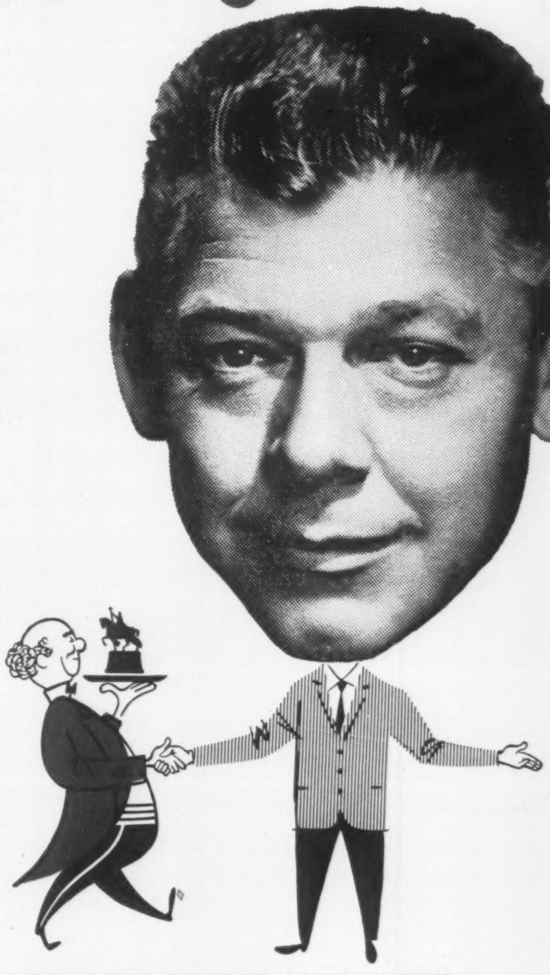
AFTER a five-year lapse, Joseph H. Ream, former executive vice president of CBS Inc., returns to the broadcasting fold, to become vice president of CBS Inc. in charge of Washington activities. He succeeds Ralph W. Hardy, who died suddenly at 41 on Aug. 5 of a heart attack, bringing to a tragic end a brilliant career as one of CBS's most promising executives.

Mr. Ream left CBS unexpectedly in 1952 for "purely personal reasons" and moved with his family to a ranch near Tallahassee, Fla. Last year he was called to Washington by the government for a highly confidential assignment. He now resigns his government position to return to the CBS family.

Joe Ream is an executive of proven capacity. A lawyer, he joined CBS in 1934 as its general attorney, and became its second in command as executive vice president in 1948. His return to broadcasting, notably on the more sensitive-than-ever Washington scene, insures a continuity of the able representation provided by his inspired predecessor, Ralph Hardy.

THE leader IN st. louis

...Gil Newsome



1 **A TOP PERSONALITY**

Gil Newsome has been a leading St. Louis personality for years—the past three on radio and TV. For proof of this audience superiority refer to ARB or PULSE—for a real convincer of Gil's 'selling' personality check with KATZ for his latest kine!

2 **A LEADING PROGRAM**

The "Gil Newsome Show" is a fast-paced hour that blends music with pantomine and dance and features a diversified roster of name guests. Combined with quality production, it's a natural with the St. Louis audience! And now, add...

3 **A NEW TIME AND AUDIENCE**

A full hour Monday through Friday from 5:00 until 6:00 p.m.—reaching an all-family audience including the buying team of the household. Hard goods and other major products that require a joint man-and-wife buying decision as well as food and drug items deserve participation on this all-family show.

4 **AT INTERESTING RATES**

Participations, live, film, or slide, begin at $165.00 (1-time, 1-minute) and $99.00 (1-time, 20 seconds) and qualify for the KWK FIVE AND TEN PLANS (20-40% discount). Contact KATZ today for availabilities, the new kine, and the full story on this leading show in St. Louis!

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